FEBRUARY 27, 1936

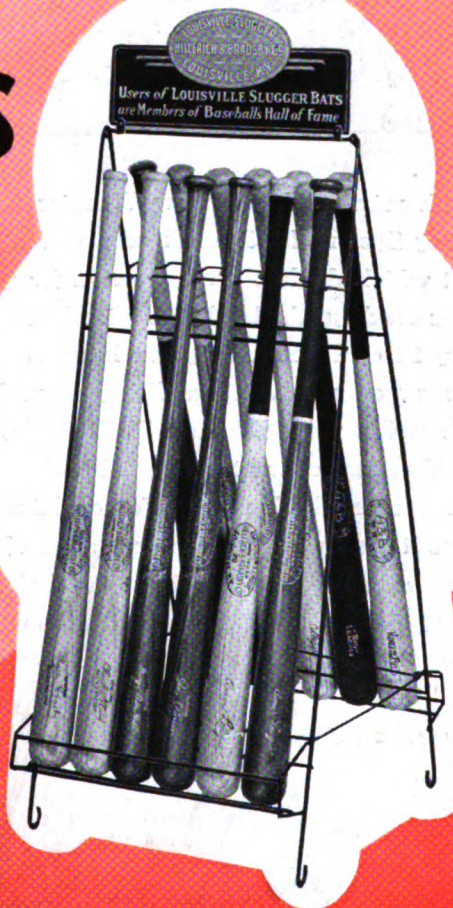
FEB 26 1936

HARDWARE AGE

Published
Every Other Thursday

For more than 50 Years a STAR for PERFORMANCE and SALES

LOUISVILLE SLUGGER
HILLERICH & BRADSBY CO.
LOUISVILLE, KY.
TRADE MARK REG.



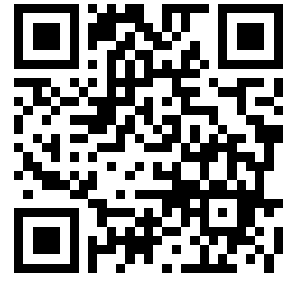
FOR more than half a century **Louisville Slugger Bats** have been the overwhelmingly first choice of leading sluggers of the National Game. Likewise in sales they have been a standout It requires no high pressure work to sell a **Louisville Slugger.** Now, for the benefit of dealers everywhere . . . PLANNED FOR YOUR PROFIT this new display rack has been designed to make your selling easier. Ask your jobber about No. ABB Bat Assortment special discount, free display rack, attractive, and designed to help you get more bat business with less effort.

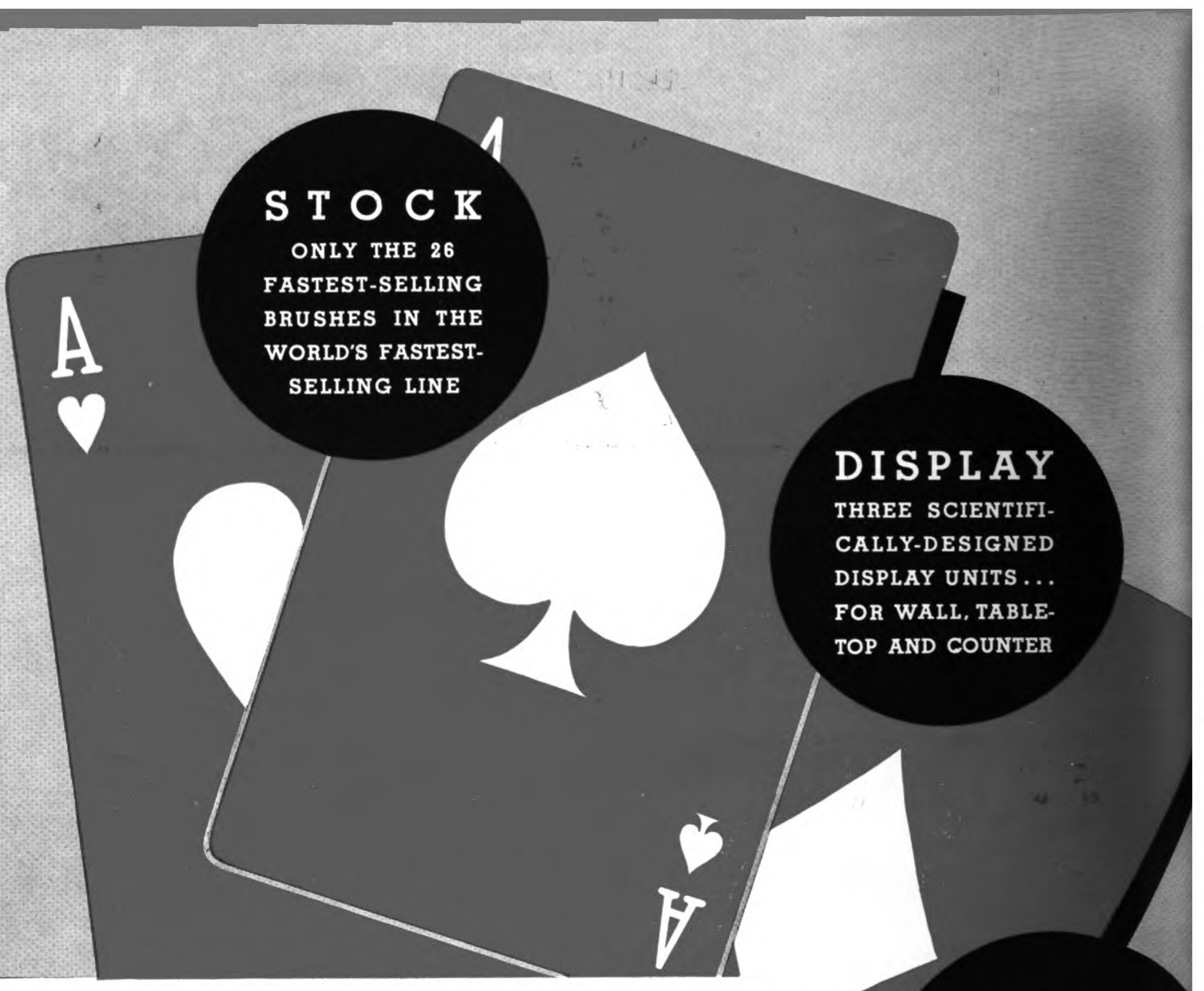
HILLERICH & BRADSBY CO., Incorporated, LOUISVILLE, KY.

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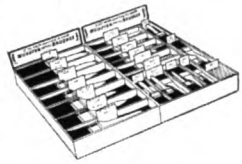
https://books.google.com





Ace-high with retailers is the new Wooster 3-Point Merchandising System, for it takes care of the three points about which dealers have worried for years. It gives you a condensed, simplified, interchangeable line . . . only 26 of the most popular brushes in the world. It gives you real merchandising appeal, because the Sampler, the Table-Top Refill Deals, and the Variety Venders convert walls, table-tops and counter spaces into real sales spots. Yes, and it makes sales because it reminds visitors to your store of their need for brushes, enables them to select their own without aid of high-power salesmanship. Install the three units in your store . . . or even the 26 scientifically-selected brushes for open stock . . . and you've assured yourself a thriving, profitable brush business!





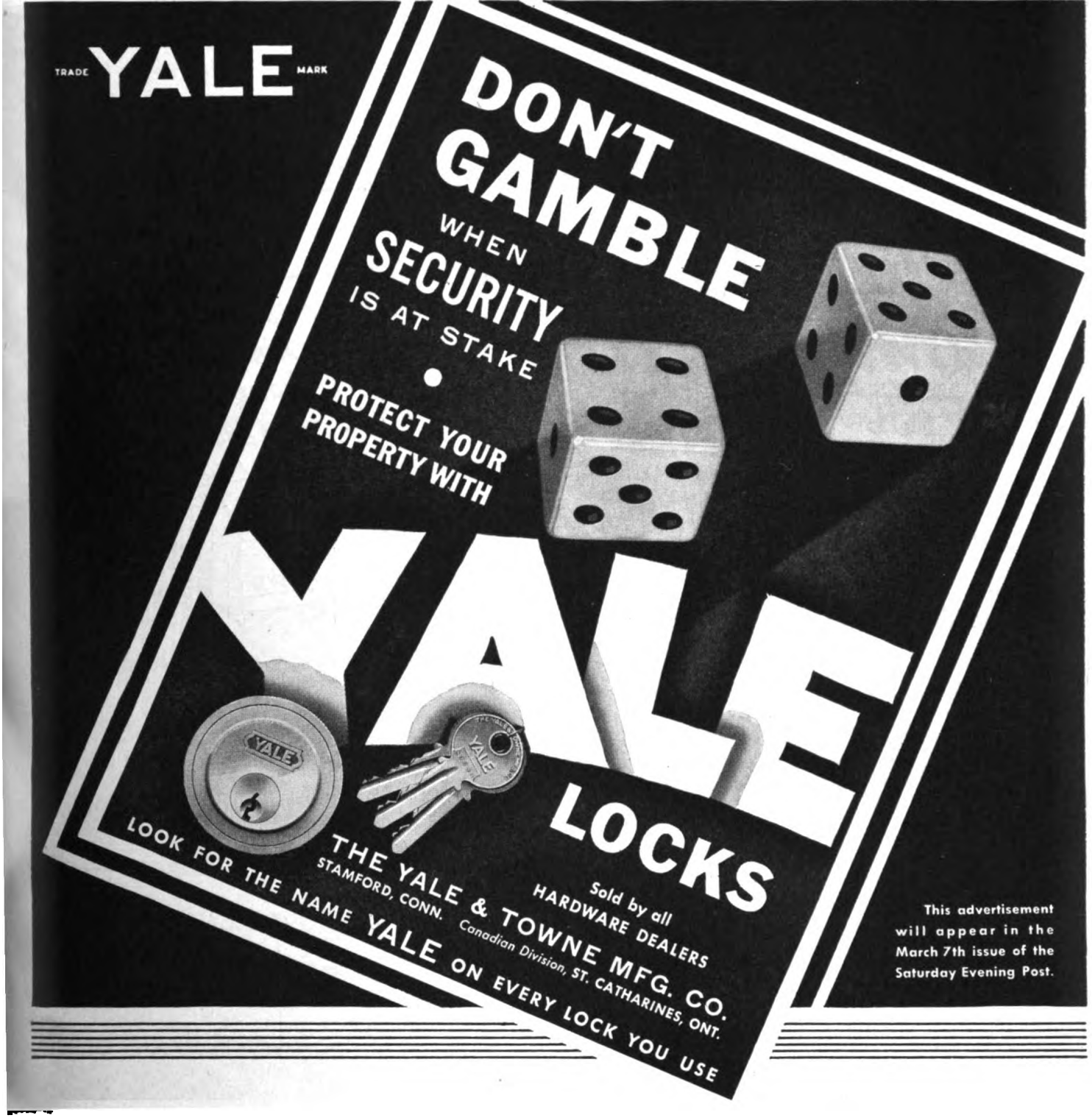


WOOSTER FOSS-SET GUARANTEED USE IN ANYTHING BRUSHES

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WOOSTER BRUSH COMPANY WOOSTER, OHIO





Here is another powerful advertisement in the campaign that is driving home the story of YALE security and dependability. Ten million people will read its forceful message.

Don't leave anything to chance in the matter of pleasing your customers and building good will. Standardize on the YALE Line of Auxiliary Locks, Mortise Locks, Padlocks and Cabinet Locks.

"The Name YALE Helps The Sale"

THE YALE & TOWNE MFG. CO., STAMFORD, CONN.

Hardware Age, published every other Thursday by Chilton Co. (Inc.), Chestnut and 56th Sts., Philadelphia, Pa. Entered as second-class matter March 24, 1933, at the Post Office at Philadelphia under the Act of March 3, 1879. (Printed in U. S. A.) $1.00 per year. Single copies 15c each. Vol. 137, No. 5.

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What - is the Legitimate Dealer to do against such Competition?



Of the Two Evils - -

—the Factory-owned Paint Store is the worse. Both together are eating at the very roots of the legitimate merchant.

Trade Associations recognize the problem and have tried to solve it, without success.

A 45 year old organization invites inquiries from independent merchants and associated buying groups, who are well established, and in a position to discount invoices.

To such merchants our organization can offer a plan that will solve the problem without sacrifice to your present established paint set-up.

Mail the Coupon Today

Box (C-5),
Care of HARDWARE AGE,
239 W. 39th St., New York, N. Y.

Gentlemen:

Please send full details.

FIRM NAME _____

BY _____ TITLE _____

ADDRESS _____

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How to Increase Your Screen Cloth Business *this Spring!*



YOUR customers know the name "Cyclone." They know that it stands for the world's best fence. They know that Cyclone cannot *afford* to make a product with the Cyclone name that is not of the finest quality.

So offer your customers Cyclone Red Tag Wire Screen Cloth. They'll recognize the name and accept this screen cloth as the best. Your customers will be satisfied—and that means more business and more profit for you.

The cloth lies flat and even, without curling. Bright extra heavy galvanizing coat resists corrosion. Double wire outer selvage gives added strength and rigidity to the fabric—makes it easier to stretch "square."

Every roll of this fine screen cloth comes packed (at no extra charge) in a strong fibre carton which exactly fits the roll, protects it from damage and makes handling easier.

Put a simple display of these cartons in your window. Stock the rest of them on a conspicuous shelf. Your customers know the Cyclone name—display it where they can see it!

Cyclone Hardware Cloth, too

Cyclone makes a complete line. Add to your profits by selling Cyclone Red Tag Hardware Cloth. A strong, dependable cloth for screening, rat-proofing, window guards, etc. Exclusive galvanizing process assures a more durable and uniform product. Available in the standard widths and meshes.

Phone your jobber for information, prices and discounts —on hardware cloth, lawn fence, flower bed borders, trellis, metal baskets, wire screen cloth.

CYCLONE

RED TAG WIRE SCREEN CLOTH

Made by the makers of Cyclone Fence

Cyclone Fence Co., *General Offices:* Waukegan, Ill.

Pacific Coast Division: Standard Fence Co., Oakland, Cal.
Export Distributors: United States Steel Products Co., New York

UNITED STATES STEEL

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ANNOUNCING

The New MYERS KWIKFILL SPRAYERS





If you have ever sold compressed air sprayers you have few if any illusions about them. Like other lines of merchandise with which you are familiar there are all kinds sold at all kinds of prices for all kinds of service.

Heading the list is the new MYERS KWIKFILL with its new design and special improvements, its attractive appearance and new performance standards that instantly appeal to anyone who has an eye for better values and recognizes that "quality remains long after price is forgotten."

Two sizes with 2½ or 4 gallon galvanized or brass tanks (both oversize) with funnel shaped concave top formed to simplify filling, and fitted with removable discharge tube and quick detachable hose connection, Myers Kwikfill Compressed Air Sprayers, complete as pictured with hose, 18 inch brass extension and 45 degree nozzle, can be filled, operated and cleaned without muss or fuss—a revelation in simplicity, durability, economy and efficiency that provides the medium of worthwhile sales and profits.

Sold only through legitimate trade channels, every inch a quality built product and favorably priced, the demand for the new Myers Kwikfill Compressed Air Sprayers will be heavy during the months ahead. In view of these facts, if you have not already placed your order with us for one or more of these new sprayers, wouldn't it be well to write or wire us immediately for catalog and complete information?

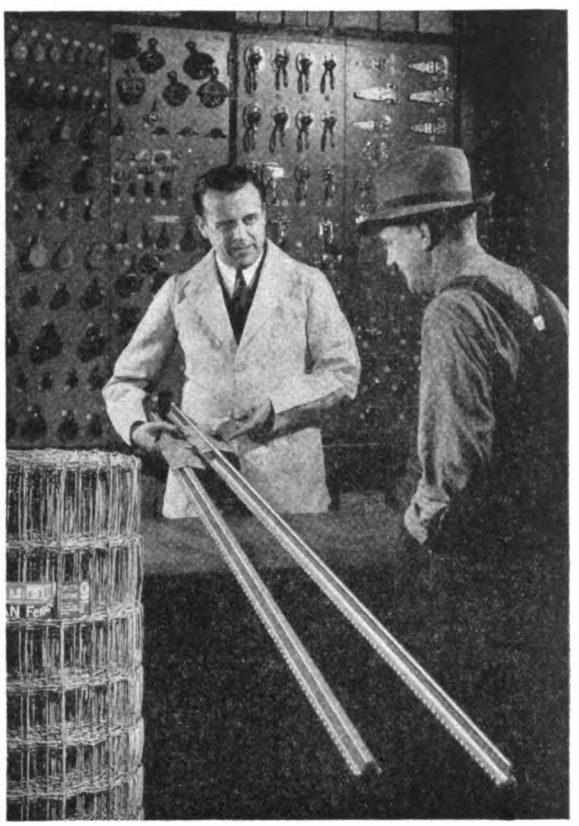
THE F.E.MYERS & BRO. CO.
ASHLAND, OHIO.

PUMPS—WATER SYSTEMS—HAY TOOLS—DOOR HANGERS

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Sell the Fence that Farmers Know *and Want!*

CERTAIN products have acceptance everywhere. One of these is genuine American Fence. Farmers know this fine fence. It's got every feature farmers want, including copper-bearing steel, medium hard wire, smooth evenly coated galvanizing, resistance to rust, heat, and cold; American Weather Curves, American Hinge Joint. It comes in every style, size, and gauge. Every roll is guaranteed *full* weight, *full* gauge, and *full* length. American *must* be good—there is more genuine American Fence in use today than any other brand! Write for prices, and information about the profit opportunity in selling American Fence and Posts.



AMERICAN FENCE and POSTS

American Steel & Wire Company, 208 South La Salle Street, Chicago, Ill.

Tennessee Coal, Iron & R. R. Co., Birmingham, Ala. Columbia Steel Company, San Francisco, Calif.

Export Distributors: UNITED STATES STEEL PRODUCTS CO., NEW YORK

UNITED STATES STEEL

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Let's see why Sherwin-Williams are enjoying

such BIG SALES

on this brush display



1. This colorful counter merchandiser catches customer's eye—arranges brushes neatly according to size—retains its attractiveness even when not filled to the top. Dealers like this.



2. Its appealing arrangement of the brushes—handles toward customer—invites examination and selection while dealer is filling order or busy with another customer. Dealers like this.



3. The customer is already partly—if not entirely—sold, by the time the dealer comes into the picture. And he can pick out the right brush to do the job instantly. Dealers like this.

Trust the dealer. When he sees a good display—one that will work, one that will really merchandise the product—*he'll buy it!*

Of this display, Sherwin-Williams reports: "Our sales on it the first three months have been over 50% greater than the total sales on our display package throughout the entire fiscal year."

Canco's experience in building displays that work—and that the dealer *knows* will work—extends into every retail field. Call Canco regarding your product.

Listen to
BEN BERNIE
"and all the lads"
TUESDAY NIGHT
9 P. M., E. S. T.
N.B.C. WJZ NETWORK

AMERICAN CAN COMPANY
MERCHANDISING SPECIALTIES DIVISION
Metal **DISPLAYS**
SIGNS AND TRAYS

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The best steel sheets

...make customers happy

...make more money for you



IN the long run you can save money for your steel sheet customers and make more money for yourself by handling only the *best* in sheet metal roofing and siding. Stock American, Tennessee, or Columbia sheets. These sheets are always *full* gauge, with the full weight value that insures long life. Tough enough to resist years of severest weather attacks—evenly coated—easy to apply. All types—rust-resisting Copper Steel, galvanized, black . . . flat, corrugated, or V-crimped. Write for prices and full information.

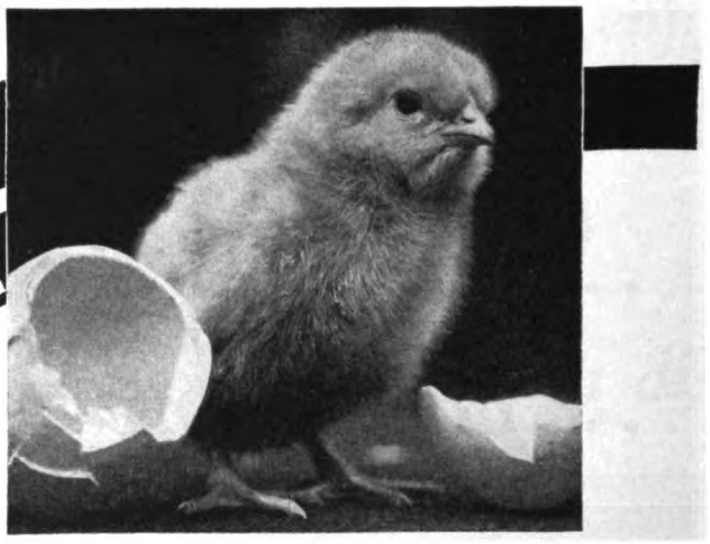
AMERICAN
TENNESSEE·COLUMBIA
STEEL SHEETS

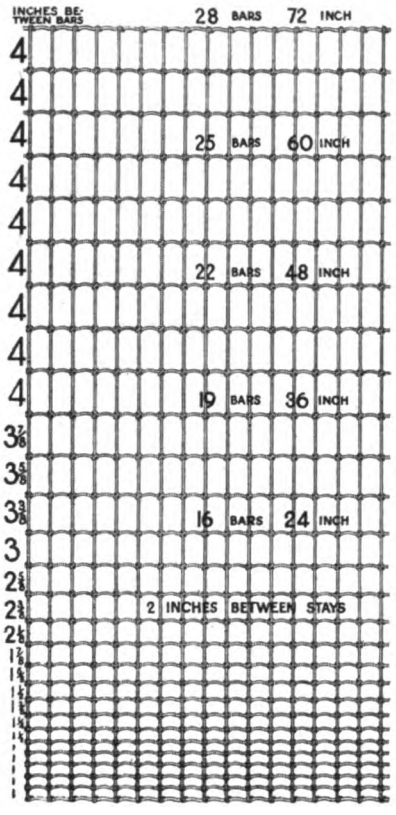
American Steel & Wire Company, Chicago, Ill.
Tennessee Coal, Iron & R.R. Co., Birmingham, Ala.
American Sheet and Tin Plate Co., Pittsburgh, Penn.
Columbia Steel Company, San Francisco, Calif.
Export Distributors: UNITED STATES STEEL PRODUCTS CO., NEW YORK

UNITED STATES STEEL

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KEYSTONE Chic-Mesh





Only 2 inches between stay wires

5 bottom spaces 1″ high. Next 9 spaces graduated from 1⅛″ up to 2⅝″. Next 4 spaces graduated from 3″ up to 3⅞″. All spaces above this 4″ high. 2″ between stays. 3′-4′-5′ and 6′ heights. Line and stay wires 18 gauge. Top and bottom wires 15½ gauge.

Built like and stretches like regular farm fence.

Outstanding Features that make quick sales

Time and again dealers have asked — "*how can such a long-lasting poultry fabric, with all its other superior features and many-fold advantages, sell for less than ordinary netting?*" . . . Sounds like it can't be true, but it's an actual fact.

Close Spacing
Heavier Than Netting
Lower Priced
Lower Erection Costs
Non-Climbable
"Galvannealed" Wire
Copper-Bearing Steel
Turns Smallest Chicks
A REAL FENCE

Get ready for this Spring's business. They'll be asking for Chic-Mesh—make quick, profitable sales and plenty of them. Write for samples and prices.

Keystone Steel & Wire Co., Dept. P, Peoria, Ill.

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EMPIRE BUILDERS

"The Sod-Busters"

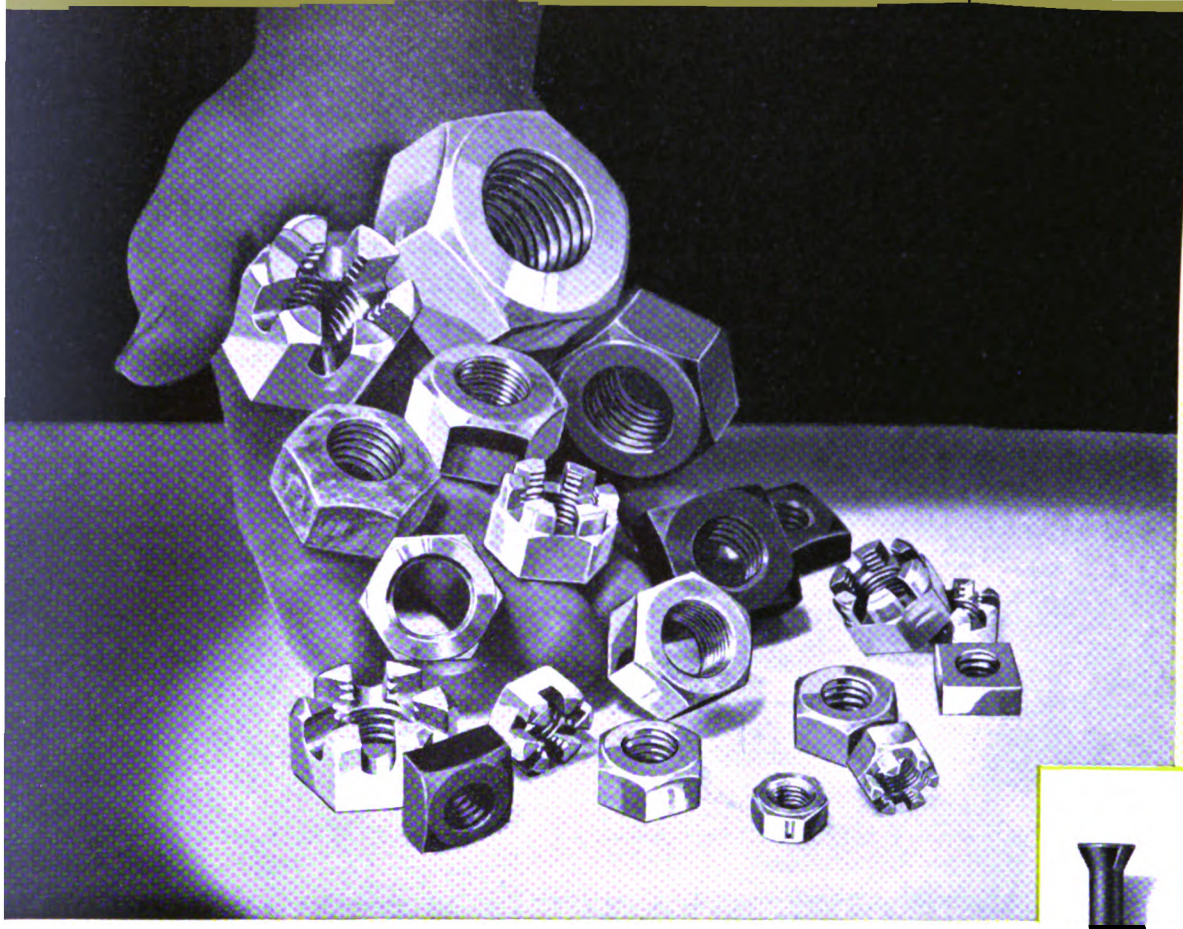


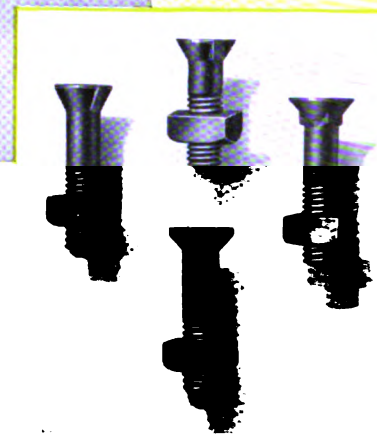
WHEN, in 1850, the chilled plow came into general use and displaced the iron-bound "sod-buster" on our prairies, agriculture entered a new era in which iron and steel were increasingly to supplant bone and muscle. Even then, EMPIRE Brand Bolts and Nuts were already contributing to industrial development. They have continued to do so ever since, playing an important part in the growth, not of agriculture alone, but of the world's every major industry.

From the founding of this business in 1845 to this very day, R B & W has pioneered; constantly improving EMPIRE Brand Bolts, Nuts and Rivets; attaining ever higher standards of quality and service.

RUSSELL, BURDSALL & WARD BOLT AND NUT COMPANY

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True quality is embodied in a product only through uninterrupted maintenance of the highest manufacturing standards and practices over a long term of years. Continuously maintained quality requires experience, stability and a progressiveness that makes the best use of up-to-date plant and equipment, seeks out and applies the newest methods and materials, keeps both operating staff and management ever in step with the trend of the times.

Quality has always been the very basis of R B & W policy for nearly a century—a policy passed along from worker to worker throughout the entire organization and reflected in the unsurpassed, uniform accuracy of every EMPIRE Brand Bolt, Nut and Rivet.

BOLTS: Carriage · Machine · Lag · Plow · Stove · Elevator · Step · Tap · Wire Wheel & Rim · Battery · U-Bolts · Semi-Finished · Automotive Replacement
NUTS: Cold Punched · Semi-Finished · Hot Pressed · Case Hardened · Slotted · Castle
RIVETS: Standard · Tinners' · Coopers' · Culvert SCREWS: Cap · Machine · Hanger
WASHERS: Plate · Burrs PINS: Clevis · Hinge
MATERIALS: Alloys · Steels · Non-ferrous Metals RODS: Stove · Seat · Ladder
PLATED PARTS: Cadmium · Zinc · Chromium · Nickel · Hot Galvanized · Copper · Tin
SPECIAL UPSET AND PUNCHED PRODUCTS

EMPIRE PLOW BOLTS

EMPIRE Plow Bolts are manufactured and stocked in all standard and many special sizes and shapes. Heads and thread are produced to close tolerances that materially speed up assembly operations and prevent jamming and stripping. Identification of the various styles by number makes lengthy descriptions unnecessary, permits stock to be checked quickly, saves time and money.

Out of long experience, we can make valuable suggestions for standardizing and simplifying bolting material. Address the R B & W Engineering Service. No obligation.

RUSSELL, BURDSALL & WARD BOLT AND NUT COMPANY

PORT CHESTER, N. Y. ROCK FALLS, ILL. CORAOPOLIS, PA.

SALES OFFICES:

CHICAGO · DETROIT · PHILADELPHIA · DENVER · SAN FRANCISCO · LOS ANGELES · SEATTLE · PORTLAND

BOLTS EMPIRE NUTS-RIVETS R B & W

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PAINTERS' BUSINESS..



A Magnet For Painters' Eyes

Smart dealers find that one of the best devices for attracting painters' business is a Dutch Boy Department. This concentration of the complete line of Dutch Boy products in a prominent section of your shelves is a sure way of telling them how well you are equipped to serve them.

..IS TRUCK TRADE

And the way to get a painter's business is to sell him his white-lead!

THE business of one painter is worth more to you than dozens of ordinary customers. For when painters buy they buy in volume.

These big *order* customers patronize the stores where they get their white-lead. Wherever they buy this item they also buy the other supplies they need.

Attract these profitable volume buyers by stocking and pushing Dutch Boy White-Lead . . . the most sought-after item in the painters' line. Other Dutch Boy products that help to bring them in are: Dutch Boy Linseed Oil, Dutch Boy Lead Mixing Oil, Dutch Boy Colors-in-Oil, Dutch Boy Liquid Drier, Dutch Boy Wall Primer and Dutch Boy Quick-Drying Red-Lead Primer.

NATIONAL LEAD COMPANY

111 Broadway, New York; 116 Oak St., Buffalo; 900 W. 18th St., Chicago; 659 Freeman Ave., Cincinnati; 820 W. Superior Ave., Cleveland; 722 Chestnut St., St. Louis; 2240 24th St., San Francisco; National-Boston Lead Co., 800 Albany St., Boston; National Lead & Oil Co. of Pa., 316 Fourth Ave., Pittsburgh; John T. Lewis & Bros. Co., Widener Bldg., Philadelphia.



DUTCH BOY PAINTERS' PRODUCTS

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Another SPEEDO Profit Sensation

Hangs On The Wall!



DAZEY SPEEDO SUPER-JUICER

Is Duplicating Famous Can Opener Success

DEALERS have learned that Dazey Can Openers (formerly called Speedo) not only sell fast but also make other profits for them. Last fall when we announced the addition of the Dazey Speedo Super-Juicer to our line, dealers did not appreciate its full significance from a profit standpoint. However, they do today because this marvelous addition to the Dazey line is well on its way to equalling the well-known success of the famous Dazey Can Openers.

Millions of Ready-Made Prospects

This immediate acceptance is due not only to the fact that this Dazey Speedo Super-Juicer is a quality product—nor because it is the handiest of citrus fruit juicers. More than that—there are millions of kitchens already equipped with the handy Dazey wall bracket into which this Super-Juicer fits. Millions of *satisfied* Dazey Can Opener users want this quality Super-Juicer *and are buying it* as they see it displayed. Dealers who have it on display in their stores say "It is astounding how Dazey sells—it passed our fondest expectations."

Make These Easy Extra Profits

Remember—Dazey Super-Juicer fits the handy Dazey wall bracket—out of the way but easy to use—taken down or left up at will. Just show its numerous features to your customers and get these extra profits for your store. Displaying them on your counter with Dazey Can Openers and Dazey Sharpits will make many a double and triple sale and profit for you.

Order from your jobber today. Write us for any information or sales helps.

And Don't Forget

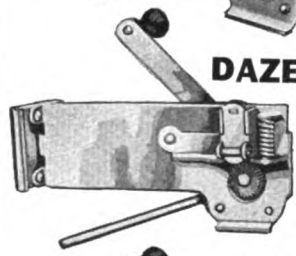
DAZEY CAN OPENERS

Just as we predicted in earlier announcements, DAZEY Can Openers are selling like wildfire everywhere. Here's a veritable "bonanza" that no dealer can afford to miss out on.

DAZEY *De Luxe*

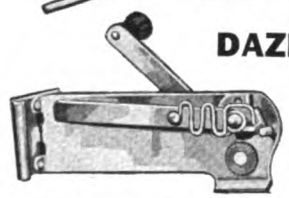
The former *SPEEDO* continues "tops" in the can opener world. Minimum retail price, $1.69.*

DAZEY *Senior*



Prime favorite everywhere in the medium price range. Minimum retail price $1.39.*

DAZEY *Junior*



Greatest value among lower priced openers. Minimum retail price, 69c.*

**All prices are slightly higher west of the Rockies.*

DAZEY

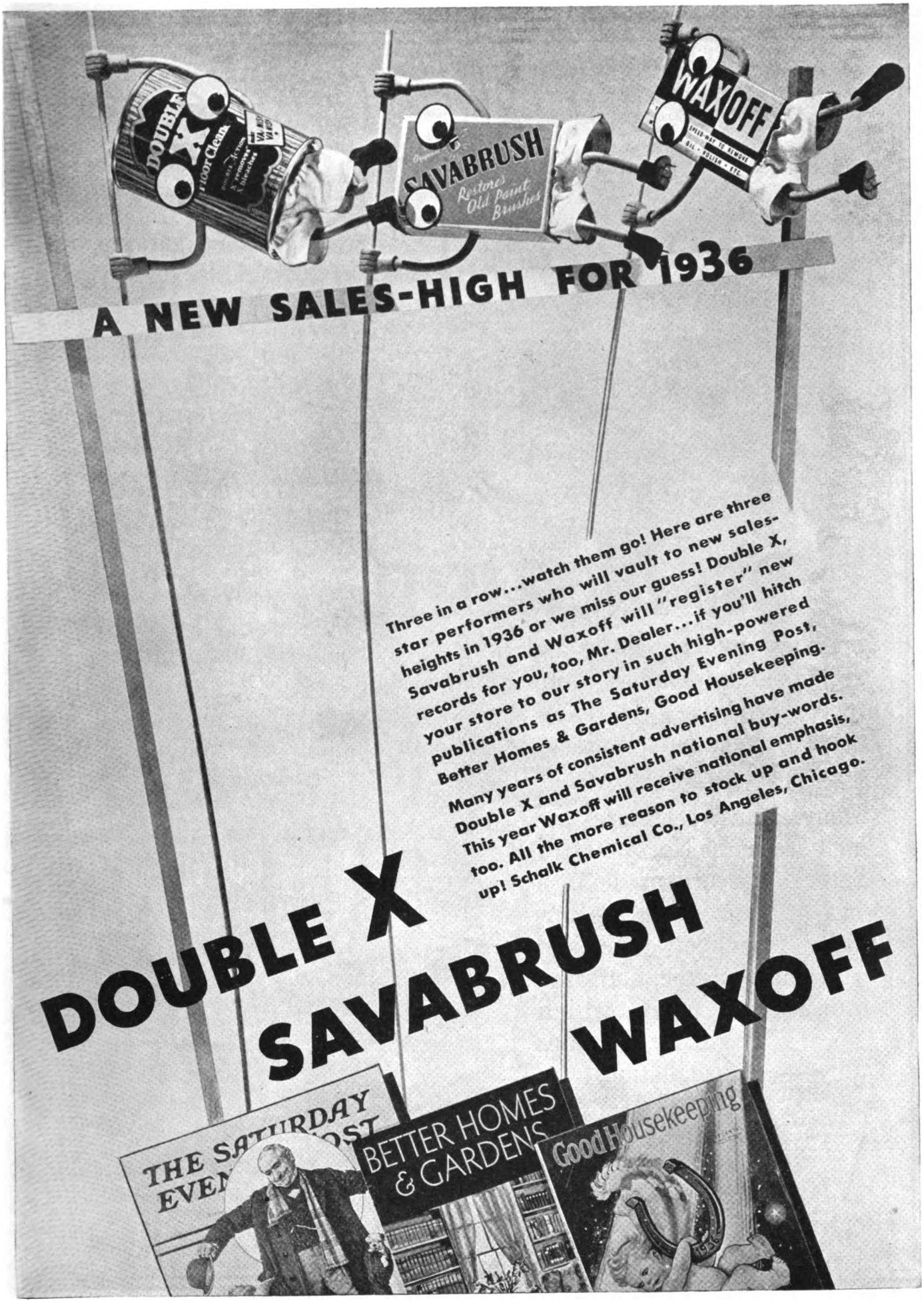
CHURN & MFG. COMPANY

Dept. B-10

Warne & Carter Aves.

St. Louis, Mo.

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Where are all of the fine new cars going?



A private garage installation

INTO well-appointed garages, we hope—garages that are strictly in keeping with the modern cars.

Motor-car owners are insistent upon their new cars having all of the latest mechanical improvements and are becoming just as mechanically minded about the operating efficiency of their garage doors.

• No. 900 National DOOR SET •

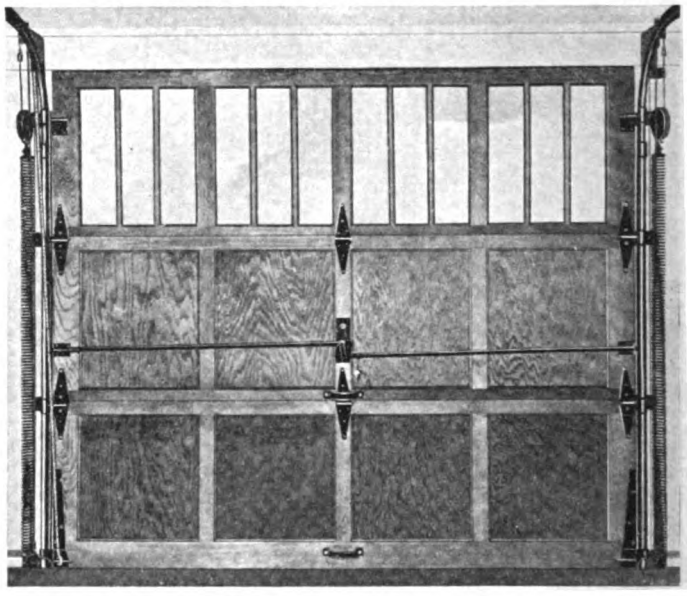
operates quickly, easily and quietly. This exceptional door set—acclaimed by leading contractors and builders everywhere—is the type which raises the doors straight up and parks them safely overhead, leaving full clearance of the door opening and free use of the floor space below.

Many exclusive features are included in the No. 900 Door Set. Doors are made in a variety of sizes and are furnished completely glazed and with most of the hardware mounted in place, which greatly simplifies installation.

•

NATIONAL MFG. CO.

National Hardware is sold direct to the retail dealer—a policy that promotes quality, service and direct selling cooperation.



View showing hardware mounted on the inside of the garage

NATIONAL MANUFACTURING COMPANY STERLING ILLINOIS

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THE MAGAZINES ARE LOADED AND PRIMED—*with Peters!*

Forceful human advertisements like this run straight through the year in the big outdoor, farm and technical magazines. They'll send PLENTY of customers into your store for Peters Cartridges and Shells!

AFTER 300,000 SHOTS WITH FILMKOTE

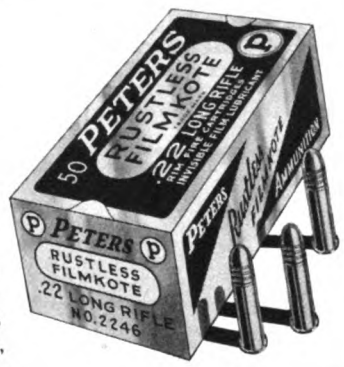
the bore was as bright as a dollar fresh from the mint!

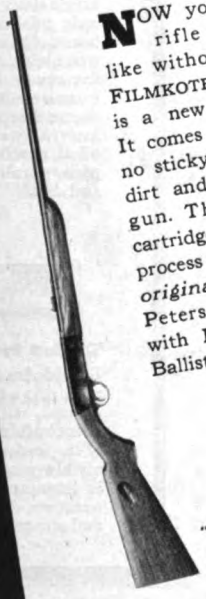


300,000 shots! *That's 6,000 boxes—thirty cases of* FILMKOTE *used in this convincing Peters Ballistic Institute test. More than three miles of .22 shorts, placed end to end! Yet the bore of the rifle remained mirror-bright.*

NOW you can shoot your rifle as long as you like without cleaning—with FILMKOTE. For FILMKOTE is a new and different .22. It comes clean. No oily feel, no sticky coating to pick up dirt and dump it into your gun. This modern rim-fire cartridge is treated by the process of invisible lubrication *originated and patented* by Peters. After 300,000 shots with FILMKOTE, in a Peters Ballistic Institute test, the bore of the rifle was bright as a new silver dollar!

FILMKOTE has *all* the desirable features of rustless, smokeless ammunition. Smoother functioning in rifle or handgun — in cold, heat, humidity, salty air. Give your gun this lasting, protective lubrication. At the same time put more bull's-eyes into it—with FILMKOTE. PETERS CARTRIDGE DIVISION, Remington Arms Co., Inc., *Dept.* B-22, Bridgeport, Conn.





"SPEEDMASTER" (TRADE-MARK) Model 241 Autoloading Rifle, .22 Caliber.

PETERS

DU PONT

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DIRECT

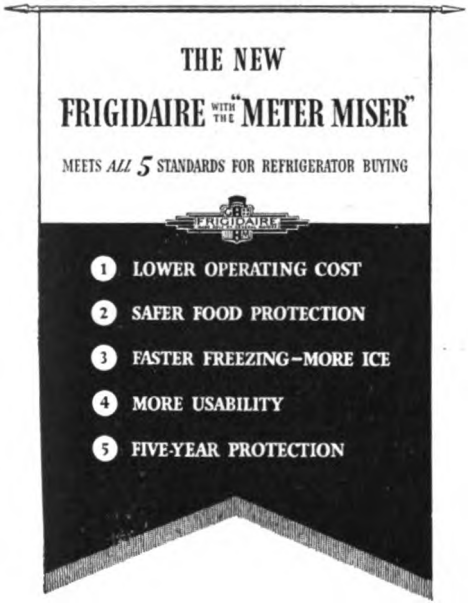
THE NEW FRIGIDAIRE with the

Frigidaire launches its 1936 selling season with the most sensational new model, the most dynamic selling plans, in its entire history

● For months Frigidaire has been waiting for this day. For months feverish excitement has been growing . . . mounting toward the day when this smashing announcement could be made. And now Frigidaire proudly displays its sensational 1936 product — the New Frigidaire with the Meter-Miser. With it, Frigidaire introduces the most powerful, the most dramatic selling program ever devised to support a new product. The New Frigidaire is *new* . . . from stem to stern. And the plans that will help you sell more than you have ever sold before, are new plans . . . new methods for getting a greater share of refrigerator sales. The product, the plans, the sales program . . . everything . . . is set for the biggest year on record. Remember this slogan: "You'll Do Better with Frigidaire in '36!"

Buy on Proof!

For the first time in the industry, refrigerator prospects need not be forced to make their decision on blind faith or unsupported claims. Frigidaire's dramatic 1936 program provides a definite basis of comparison for buying an electric refrigerator the *Right Way* — on its ability to meet All Five Standards for Refrigerator Buying. Meeting one standard is not enough — for *complete* 1936 value your customers will demand *Proof* of All Five!



FRIGIDAIRE'S FIGHTING CHALLENGE THAT SIGNALIZES EVERY 1936 ACTIVITY

Frigidaire has wrapped up its new product in a new story — a dramatic, smashing, aggressive advertising theme! In 1936 Frigidaire says: "You Can't Beat Proof!" "Buy on Proof!" Frigidaire, and every man who sells Frigidaire will be able to give proof, visual, convincing proof, that Frigidaire meets All Five Standards for Refrigerator Buying! Here is a stirring advertising story that ties together both the advertising and the demonstration. This complete co-ordinated program is a mighty selling tool with which Frigidaire men will go to town in 1936!

With the greatest product in its history, with the most forceful selling and merchandising plans on record, Frigidaire offers you the opportunity for your biggest refrigeration year.

MEET THE 1936 FRIGIDAIRE WITH THE "METER-MISER"

Look at the spectacular New Frigidaire with the Meter-Miser! Beautiful — eye-catching beauty! Crammed with new use-in-the-home conveniences. Wider, roomier, handier than ever! But even greater than these important selling features is the fact that *no refrigerator has ever performed as remarkably for so little operating cost!*

Frigidaire has built right into the product itself, selling features, unusual and compelling beyond all expectations. Beside the Meter-Miser there is the Food-Safety Indicator. A newly designed, handier-to-use, sealed Steel Cabinet, Sliding Shelves, Portable Utility Shelf, Automatic Interior Light . . . just about everything that has definite sales appeal — and this year Frigidaire has added the vital selling tool of a Five-Year Protection Plan for every purchaser of a Frigidaire.



THIS IS THE

"Meter-Miser"

Frigidaire's new cold-making unit cuts current cost to the bone. Quiet . . . unseen . . . trouble-free. Gives more cold for much less current cost, because of outstanding design that makes necessary only three moving parts, permanently oiled, precision built and completely sealed against moisture and dirt.



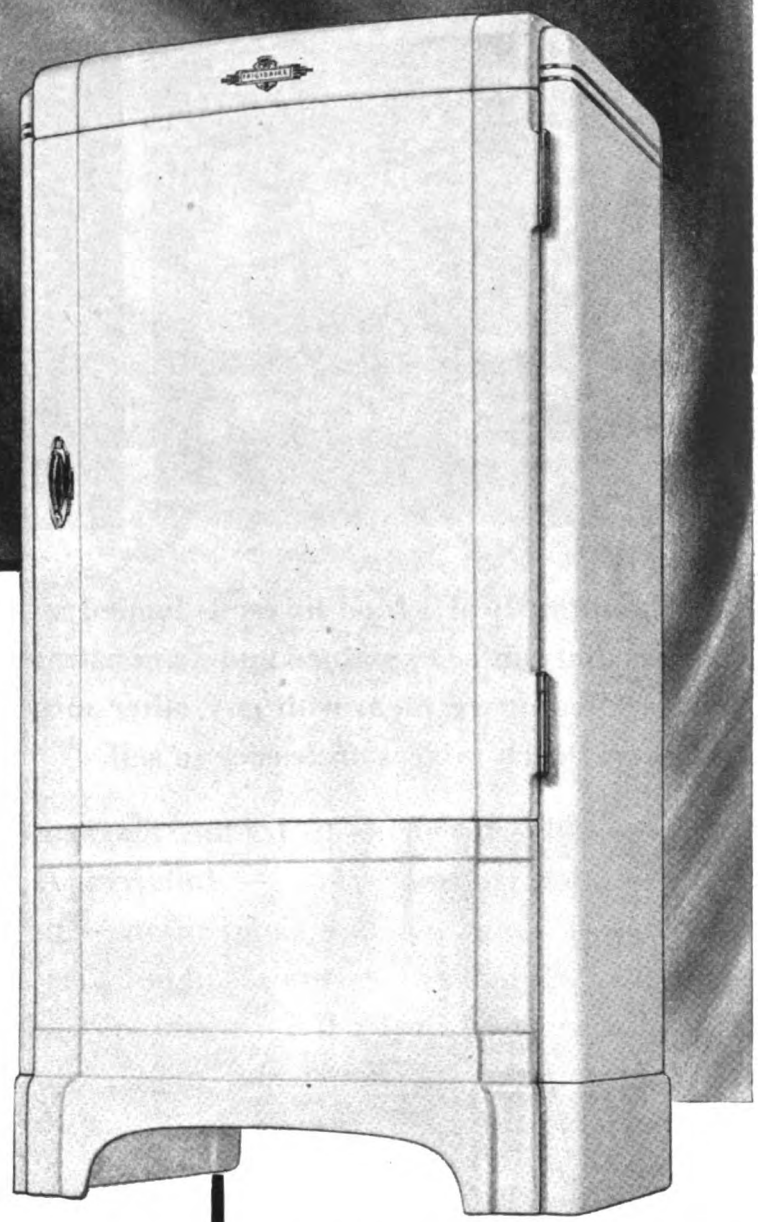
The New Food-Safety Indicator

Frigidaire is now equipped with this new Food-Safety Indicator, an accurate instrument built right into *the center of the food compartment*, giving visible proof that the *cabinet* is kept at Safety-Zone Temperature, below 50 degrees and above 32 degree

★ ★ ★

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HIT! "METER-MISER"





Five-Year *Protection* Plan

Frigidaire places such faith and confidence in the Meter-Miser that this sealed-in mechanical unit, a marvel of outstanding design and engineering, comes to your customers protected for Five Years against service expense.

The New Name-Plate is a Salesman in Itself

Frigidaire is made *only* by the Frigidaire Division of General Motors Corporation. Your prospects are being educated to look for this name-plate before they buy.

The 1936 Frigidaire Line Includes

FOUR MASTER MODELS

from 4.1 to 7.24 cu. ft. capacity. All with Dulux Exterior, Stainless Porcelain in Seamless Interior and a long list of other superior advantages.

In addition there are the Koldchest, 2.1 cu. ft. capacity . . . and the D3-36, 3.3 cu. ft. capacity.

FIVE SUPER MODELS

from 4.1 to 9.1 cu. ft. capacity. All with Porcelain Exterior and Interior, Portable Utility Shelf, Hydrator and the Quickube Ice Tray, in addition to all other Frigidaire advantages.

FOUR EXTRA-SIZE AND DE LUXE MODELS

from 10 to 15.1 cu. ft. capacity.

TWO SPECIAL MODELS

5.1 and 6.24 cu. ft. capacity.

FRIGIDAIRE OFFERS THESE OUTSTANDING SELLING FEATURES

Meter-Miser · Food-Safety Indicator · Wider, Roomier Interior · Portable Utility Shelf · Full-Width Sliding Shelves · Automatic Interior Light · Frigidaire Hydrator · Super Freezer · Automatic Reset Defroster · Automatic Ice Tray Release · Quickube and Rubber Grid Ice Trays · "Double-Range" Cold Control · Sealed Steel Cabinet finished in Dulux or Porcelain · Touch-latch Door Opener · Exclusive "F-114" Refrigerant.

FRIGIDAIRE CORPORATION · DAYTON, OHIO

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The Hamilton Beach food mixer is loaded with features—strong selling features that can be explained and demonstrated over the counter. Check them and compare them with *any* other mixer. Then you will see why Hamilton Beach mixers *are* easier to sell.

Attractive advertisements in leading magazines — the *Saturday Evening Post — Good Housekeeping — American Home — Better Homes and Gardens—Woman's Home Companion*—and *American Magazine*—are constantly telling your customers about these Hamilton Beach features. Specially prepared Dealer Helps—window and counter displays, circulars, envelope stuffers and newspaper mats—enable you to tie up with our national advertising. This material is furnished Dealers *free on request.*

Hamilton Beach food mixers are distributed on our clean-cut Wholesaler-Retailer policy. We do not sell to mail-order jobbers who offer dealer's prices to consumers. All inquiries are referred to Dealers—we take no orders. We are 100% for price maintenance. This policy protects your profit on every Hamilton Beach sale. Order from your Wholesaler.

HAMILTON BEACH CO., Racine, Wis.

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Something really new in FENCE

UTILIZING the longest forward stride in fence protection since galvanizing was introduced, Bethanized Fence breaks completely away from former limits on fence life. Bethanizing—a new zinc coating process—vastly increases resistance to weather and provides the dealer with forceful selling points.

Bethanizing is an entirely new electrolytic process of coating wire with zinc. As compared with coatings applied by other processes the Bethanized coating is heavier, tighter, more ductile, more uniform and of higher purity. Each of these points of superiority definitely increases the lasting qualities of fence woven from the wire, as explained on the next page.

These Values All Work for the Dealer

Bethanized Fence is a product far ahead of anything else in its field. *And there's no extra charge for this new fence.* Its qualities are a powerful lever for the dealer to use in building business. With this super-fence selling at usual fence prices, he gets the jump on competition and stays ahead, because the quality of Bethanized Fence—even more evident after a few years of service than when new—will clinch old customers and win new ones.



3 REASONS *for the decisive superiority of*

BETHANIZED FENCE

1

FULL PROTECTION AT THE JOINTS



The tightness and ductility combine to eliminate any possibility of either peeling or loss of coating weight from the powdering away of the zinc by the wrapping at the joints as the fence is woven. As shown in the illustration, Bethanized Wire will even stand being bent flat back on itself without flaking of the coating. The wire in Bethanized Fence has the protection of an impervious zinc tube—always.

2

HEAVIER, MORE UNIFORM COATING



The uniform thickness of the extra heavy Bethanized coating is another big advantage. This assures that with the Bethanized coating extra weight also brings extra protection and added fence life. For the protective value of the zinc is no greater than that of its thinnest spot. And there are no thin spots on Bethanized Wire. It offers the same long, stubborn resistance to the elements at all points.

3

99.99 PER CENT PURE ZINC



The lasting qualities of zinc when exposed to the weather are to a great extent dependent upon its purity. Most of the gradual loss of zinc occurs as a result of impurities opening the way to the attack of acids formed from sulphur gases, present in the atmosphere of even remote rural districts. Pure zinc is immune to these acids. The closer the zinc approaches absolute purity the longer it will last. Bethanizing applies to wire 99.99 per cent pure zinc—the purest ever manufactured commercially.

The freedom of the Bethanized coating from attack by sulphuric acid is shown by the test illustrated above. When Bethanized Wire is immersed in a solution of sulphuric acid (at the left in the cut) no bubbles arise from it, showing its high resistance to attack by the acid; whereas the clouds of bubbles that rise immediately from the specimen of galvanized wire of the ordinary kind, immersed beside it in the same beaker (right) show that it is vigorously attacked.

BETHANIZED FARM FENCE

★ Bethanized Farm Fence is of the same design as the well-known Bethlehem (Cambria) Fence which it supersedes. It is of the same tried-and proved cut-stay, hinge-joint construction, that enables it to spring back after being knocked out of shape.

Bethanized Farm Fence is made in a wide range of types and sizes to meet the various needs of users of field fence.

BETHANIZED CHICK FENCE

★ The superior protective coating on Bethanized Wire is of special importance on chick fence with its relatively light wires which, unless thoroughly protected from the weather, are an easy target for the attacks of rust. The Bethanized coating assures long life for even the lightest-gauge fence.

BETHANIZED STIFF-STAY FENCE

★ For fence users who prefer a stiff-stay fence, Bethanized Stiff-Stay Fence has features that appeal to prospective buyers. Among these is the staple lock, clamping the wires securely but still permitting adjustment to uneven ground.

BETHANIZED LAWN FENCE

★ The lustre of the Bethanized coating is of special advantage in lawn fence where appearance is so important. Bethanized Lawn Fence is woven with the top of each picket tightly interlaced with adjoining pickets, forming what is known as the "braced-stiff" top that keeps the fence erect and straight. It is made in either single-arch or double-arch construction.

BETHLEHEM STEEL FENCE POSTS

Bethlehem makes a line of steel fence posts that meet every farm requirement. The Omega-U Post with rugged strength that makes it practically unbendable. The Erecto Post—inexpensive, easy to set out, neat in appearance and with exceptional strength for its weight. Punched and Self-Fastener Posts, in angle and tee sections. End, Gate and Corner Posts, in either angle or tubular types.

★ All Bethanized Fence is woven from wire made of true copper-bearing steel, containing from 0.20 to 0.30 per cent copper. The different types of Bethanized Fence are described briefly at the right. Full details are given in our fence catalog.

BETHLEHEM STEEL COMPANY

GENERAL OFFICES: BETHLEHEM, PA.

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H AND HL HINGES

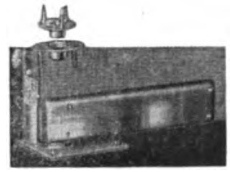
For use on doors and cupboards in residences where colonial effect is desired.



H Hinges
No. 857 Plain
No. 857¼ Hammered

HL Hinges
No. 858 Plain
No. 858¼ Hammered

DOUBLE ACTING FLOOR HINGE



No. 155

Particularly suitable for pantry doors in residences. Will hold the door open at an angle of 90°. Ball Bearings assure long wear.

CABINET LATCH



No. 1124½

Attractive hammered design especially appropriate for use on cabinets having H and HL hinges.

SURFACE BOLT



No. 1190

Hammered design is especially appropriate for use on doors where a colonial effect is desired.

COMBINATION CASEMENT and SCREEN HARDWARE



No. 268

For use on single wood casements, combination hinges swing both sash and screen outward. Unique fastener locks both sash and screen.

Carefree DOORS WILL MAKE Carefree SALES

. . . . THIS SPRING!

This year, Stanley is making home builders think of good hardware as an important part of their houses — a part that can increase their enjoyment of the homes they build.

Sell the hardware that helps to assure carefree doors and you'll reap the full benefits of this Stanley advertising. Your sales will be carefree sales—each with its fair margin of profit—each sure to make the purchaser a loyal friend of your store.



IS *Your Store* GETTING THE PROFITS OF *Carefree* SALES?

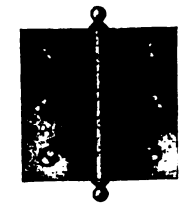
To over two million people, representing every factor in building — architects, contractors, and prospective builders — 1936 Stanley advertising is taking its message in national magazines. It is offering escape from doors and windows that squeak, stick, or sag.

The new 32-page Stanley booklet, "Carefree Doors," shows your customers hardware like that on this page — items you have in your own stock. It will pay you to send for your supply of these booklets now and let your store be known as headquarters for carefree Stanley equipment.

THE STANLEY WORKS
New Britain, Conn.

STANLEY SW

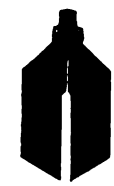
CABINET HINGES



No. 289

For cupboards, bookcases, and cabinets. Available in a wide variety of finishes to match any other hardware.

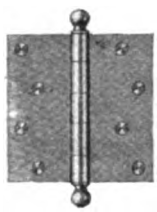
FRICTION HINGES



No. 1942

For windows of cellars, garages, dairies, henneries. Holds window open in any position. Friction element is adjustable.

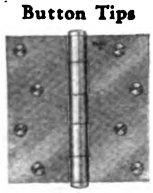
BUTT HINGES



No. 241

The standard hinge for medium weight interior doors of residences and apartments. Available in a wide variety of finishes to match other hardware trimmings.

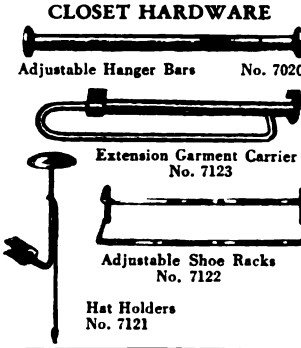
BUTT HINGES
Button Tips



No. 242

Extra clearance on inner edges of leaves allows hinge to operate without scraping the paint off the barrel. Furnished with priming coat—an excellent base for paint.

CLOSET HARDWARE



Adjustable Hanger Bars No. 7020

Extension Garment Carrier No. 7123

Adjustable Shoe Racks No. 7122

Hat Holders No. 7121

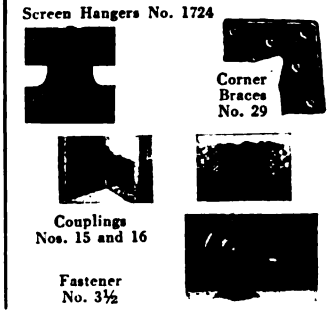
OLIVE KNUCKLE HINGES



No. BB 201

For medium weight doors. When closed only the attractive olive knuckle is visible.

SCREEN HARDWARE



Screen Hangers No. 1724

Corner Braces No. 29

Couplings Nos. 15 and 16

Fastener No. 3½

FOR *Carefree* DOORS SELL STANLEY HARDWARE

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In March

16 GREAT MAGAZINES URGE CUSTOMERS TO BUY MORE G. E. MAZDA LAMPS

Cash in on the Million-A-Day Advertising impressions this Month!

THINK OF IT! In March alone 16 great national magazines will carry approximately 30,000,000 advertising impressions to your customers . . . that's an average of nearly a million messages a day! Much of this advertising stresses the need of proper light for school children . . . not only in school but in their homes . . . wherever they read, play, or study. All of it urges customers to buy the kind of lamps that *stay brighter longer* . . . G. E. MAZDA lamps. Cash in on the popular appeal of this tremendous advertising in March. Make it "Right Light for Young Eyes" month in your store, in your show window, and in talking with customers. Use one of the current magazine advertisements as a counter card . . . display it with your MAZDA lamp display. General Electric Company, Nela Park, Cleveland, O.

GENERAL ELECTRIC MAZDA LAMPS

General Electric manufactures lamps for home lighting and decoration, automobiles, flashlights, photography, stores, offices and factories, street lighting and signs. Also Sunlight lamps.



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HARDWARE AGE

With Which is Combined GOOD HARDWARE

CHESTNUT AND 56TH STREETS, PHILADELPHIA, PA.

Sales Offices

239 WEST 39TH STREET NEW YORK, N. Y.

Vol. 137 **No. 5**

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PUBLISHED EVERY OTHER THURSDAY

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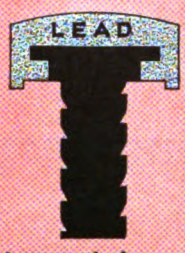
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AMERICA'S LARGEST Producer of Lead Head Nails

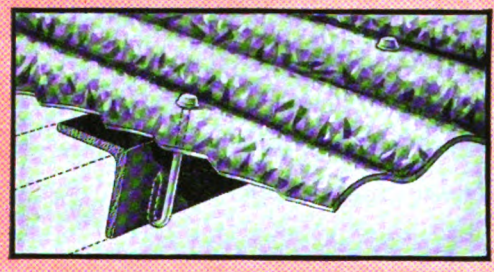
DICKSON





This illustration shows a cross section view of the patented Dickson lead head nail—the head fully covered with lead. Such nails completely seal the holes made by the nail in laying galvanized roofing and prevent moisture from reaching the raw edges of the metal sheet at the nail holes where the protective zinc coating is broken, and where, when hard head nails are used, rust and disintegration of the sheet always start.

Dickson Nails, without impairing their rust-proof lead caps, drive directly through unpunched, lapped roofing sheets.



DICKSON LEAD HEAD *Fasteners*

Lead head fasteners are used when metal roofing sheets are laid directly on steel frame work.



DICKSON *Screw Shank* LEAD HEAD NAILS

This recently patented Dickson Screw Shank Lead Head Nail is the only all-over lead head nail of its kind. These nails are growing in popularity and sales are steadily increasing.

Western representatives
Hughson & Merton, San Francisco, Cal.
Southern representatives
Louis Williams & Co., Nashville, Tenn.

Midwest representatives
A. M. Wooster Co., St. Louis, Mo.

A PHENOMENAL SALES RECORD

THREE years ago, Dickson Compressed Lead Head Nails already had forged to the front, leading all other types and makes in popular favor and in annual tonnage sold. This is a remarkable achievement, considering that Dickson Nails are the newest on the market. What is more, production has continued to climb.

In spite of the depression, during the last three years, distributors of Dickson Lead Head Nails have enjoyed a continued and most remarkable increase in sales—65.8% in 1933. 22.86% in 1934 and 71.2% in 1935. *More galvanized sheet metal roofing is now being laid in the United States with Dickson Lead Head Nails than with all other makes of lead-head and lead-washered nails combined.*

REASONS FOR DEALER DEMAND

The basic reason for this phenomenal sales record is simply the superior merit and much lower cost of Dickson Nails—a case of "the better mouse trap" over again. The use of better steel nails, capped with the highest grade of soft virgin lead in patented high speed automatic machines, has so improved the quality and reduced the cost over old style lead head nails that no well informed owner or builder would now consider any other means of laying a sheet metal roof.

Dickson's Best Known

Dickson Nails are well known as all pioneering has been done, and any dealer desiring increased sales of lead head nails has only to stock them. That is why most of America's large Hardware Jobbers, large Steel Companies and Sheet Metal Roofing Fabricators maintain ample stocks of Dickson Nails and are at your service. Send for samples, descriptive literature and names of nearby sources of supply.



Actual size standard 1¾ in. Dickson Lead Head Nails running 87 to the pound—enough to lay one square of roofing.

DICKSON
WEATHERPROOF NAIL COMPANY
America's Largest Producer of Lead Head Nails
EVANSTON, ILLINOIS

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Just Among Ourselves

By CHARLES J. HEALE

Editor, Hardware Age

30 Federal Taxes—

During 1934-1935 the average American family, in the income tax-paying group, paid directly or indirectly more than thirty taxes to the Federal Government. Nearly two billion dollars were collected in so-called concealed or indirect taxes and an estimated retail price increase of 5 per cent was due to such taxes. Such are the findings reported by L. A. Tanzer, chairman of the N. Y. Merchant's Association tax committee.

The Nation's Wealth—

From the Clover Business Service we quote the following interesting observations: "During the past 80 years the average wage of American workmen has increased 450 per cent, while the average work-day has been reduced from 13 to 7 hours, or, roughly, 50 per cent. Only 80 years ago per capita wealth was $307. Today per capita wealth is about $2,222—increase of over 723 per cent. The country's accumulated wealth is divided: 24 billions in savings deposits owned by 44 million people; eight billions in building and loan associations, owned by 10 million depositors; 91 billions in ordinary life insurance policies, owned by 33½ million people; 10 billions in industrial policies, owned by 88 million people; 20 billions in assets of life insurance companies, owned by the public; 50 billions are invested in 10½ million owned homes (not farm houses), housing 40 million people; 27 billions are invested in owned farms, operated by three million farmer-owners, housing 15 million people."

Customer Relationships

Every retail hardware store suffers the loss of business incident to the loss of an old and regular customer. Rickard & Co., New York City advertising agency, recently commented on the "lost customer" problem as follows:

"One thing an expert discovered and measured was the phases which customer relationships usually pass through, and another was the average length of time a customer's name remains on the books. First it is our 'prospect.' One day it becomes our 'new customer,' then our 'regular customer,' next our 'old customer,' and finally our 'former customer.' The average length of this cycle is from 6 to 7 years, which means an average annual customer mortality of 15 per cent. This can imply only one thing and that is, that the average company must have an annual 'replacement' of 15 per cent, more or less, of new customers merely to hold its own. To make a ten per cent gain in the number of its customers a company must add 25 per cent of new names to his books each year."

Safety Slogans—

The appalling record of 36,000 deaths due to auto accidents in 1935 is leading to drastic action by the national, state and local governments. A new industry, the manufacture and installation of speed governors, has had mushroom growth selling its product and services to the operators of large truck fleets. Local ordinances regarding speed are being studied. There is talk of speed governors on all cars. The U. S. Department of Agriculture has a staff of "Highway Economists." Being a slogan-loving country we have these two good ones: "Children should be seen and not hurt," and in taxicabs of one company, "Some cab drivers drive as though they owned the road, but our drivers are trained to drive as though they owned the car."

Some Good Rules—

From one of the "Highway Economists" comes the following good advice for safe auto driving:

"Both you and your car must be properly equipped and ready for the road. Inspect car regularly, especially brakes and steering gear. Discard worn tires. Keep lights properly adjusted, so they won't glare and blind other drivers. Drive to the right when meeting vehicles or where approaching vehicles may be hidden

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from view. Drive to the left in passing vehicles from behind. Do not pass vehicles on crest of hill or on a curve—you may find your way blocked by an approaching vehicle. Do not reduce your speed or change directions suddenly without signaling. Keep a safe, clear stopping distance ahead of you.

"The most important single cause of accidents is too much speed in the wrong place. A car traveling 40 miles an hour moves as fast as if it were falling from a four-story building. Going 30 miles an hour on the highway a car can be stopped in about 30 feet, but it takes 225 feet in which to stop it at 60 miles an hour. At a mile a minute a car moves 88 feet in a second, which means that it travels 50 feet before the driver can even push the brake pedal down."

Salad Bowl—

This page is being written on a train. I have just finished lunch and being on a Pennsylvania train have enjoyed "salad bowl." It is now 35 cents per person but was formerly 25 cents. I first met up with this idea on a Southern Railway train. My appreciation for a moderately priced "bit of greens," necessary for my diet on a long train ride encourages me to select Penn trains even when a competing line offers more convenient schedules. Smartly the Penn RR now offers a bottle of the French dressing used, packed with a recipe of "salad bowl." This means that many customers spend 50 cents more than originally intended. That's merchandising. As I ate my salad bowl I wondered if hardware stores couldn't take a good lesson from this phase of railroad merchandising. Surely many stores could give extra attention to glazing, key making, electric appliance repair work, service of radios, etc. In the town where I was raised, one Geo. Green fixed anything and everything. He is still alive and over 80 years. His son (nearly sixty) carries on the business of sharpening knives, ice skates, lawn mowers, etc., and of "repairing everything." Some of the local hardware stores direct their service prospects to "young Mr. Green" but they should learn to handle this work either in their own stores or through their own stores even though Green really did the work. There is nothing so potent as a selling force than the reputation for being useful—and that means being able to fix things. Hardware stores were originally service stations for miscellaneous services and I think that most of them could resume such departments at a profit. Being known for some special and extra usefulness is worth a lot in any business.

Radio—

Harry Clark is one of Brooklyn's leading radio service men. He has a real organization servicing radio for his own customers and for those hardware and other radio dealers who are not equipped to handle service themselves. It is surprising to watch, as I have, frequently, the problems that face his staff of service men. People buy, at extremely low prices, an alleged five or six tube small radio set. It works for a while (particularly in the cold weather on local stations) and then there is trouble. I have seen six different makes of such sets torn apart and learned that two or three of the five or six tubes are dummies and have nothing to do with the operation of the set. These n.g. tubes will light o.k., but have no bearing on the operation of the sets. In other words, these extra tubes are connected but add nothing to the circuit nor to the set's efficiency. There is a definite profit opportunity for hardware stores to sell radio, including the low price, small size sets, but our readers are urged to investigate carefully the real value offered in any line.

Convention Jokes—

An executive of a voluntary grocery chain offered two good witticisms for hardware audiences. He said hardware stores with basement sales floors should keep their lights lit because "'in the gloaming' might be very romantic but not very businesslike nor conducive to increased sales." Elsewhere in his talk to hardware men he said "You hardware men sell iron and steel (steal) whereas we grocers sell soap and lye (lie) therefore, we have something in common."

The Townsend Plan

The taxes required under the Townsend plan amount to nearly half the total national income, more than half of all wages and salaries, eight times as much as all dividends, and more than three times the gross cash income of all farms.

The proposed 2% transactions tax on gross agricultural income under the Townsend plan would take away a large share of the profits of the small number of farmers who have net incomes and force others to reduce their standard of living.

Under the Townsend scheme corporations would be forced to pass the 2% transactions tax to the consumer in higher prices or go out of business, because even in 1929 most corporations had no net income or net income was less than 2% of the gross.

Wage earners and salaried employees would suffer a lower standard of living under the Townsend plan because their purchasing power would decline due to higher living costs, and 2% of their earnings would be regularly taken away by the tax.

The adoption of the Townsend plan would cause a collapse of prices of all fixed-income-bearing securities and would make it impossible for the government to obtain loans at a reasonable rate of interest.

The Townsend plan would cause wholesale bankruptcies of real estate concerns and destruction of capital on which depends the security of urban real estate mortgages which in turn serve as a backing for life insurance policies, bank deposits, and other forms of savings.

The total cost of government under the Townsend plan would increase to about $40 billion. The necessary sums would have to be obtained in the end by means of general inflation of prices and depreciation in the value of money.

The Townsend plan would drastically redistribute the national income at the expense of millions of wage earners, salaried employees, farmers, and owners of small businesses.

—Summary from the National Industrial Conference Board, Inc.

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Hardware Facts

By ROBERT PILGRIM

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A Luminous Front for the Modern Hardware Store

By ROBERT W. MORRIS*



This already attractive front is the basis of the sketches on following pages.

AS used in this article, the expression luminous store front means a store front covered with more or less extensive areas of light-transmitting and light-diffusing media, such as flashed opal glass, which are illuminated from behind by incandescent lamps. This treatment, in which light is used as an architectural material, is an outgrowth of the lighting experience gained at A Century of Progress Exposition.

The sketches used in the article represent suggested modernization treatments for an actual store. Costs for these suggested alterations range from less than $200.00 up to as much as $3,000.00 for the double store.

WITH the upswing in business activity during 1935 and the favorable outlook for 1936, this is the psychological time to modernize. It is significant that many loans are now being advanced by the Federal Housing Administration for just this purpose. In any program of store modernization particular attention must be given to bringing the lighting up to date, for nothing else that can be done to a building has a more definite effect upon its appearance and usefulness. Let us begin by considering the store front.

Competition is keen, and no one knows it better than the hardware dealer. All retailers realize that their competitors are not simply those other merchants who sell the same kind of merchandise. Their competitors are all the other merchants on the street, and in the town, who are making a bid for

* General Electric Co., Nela Park Engineering Dept., Cleveland, Ohio.

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some part of the consumer's dollar Therefore it is obviously an advantage for a store to be as conspicuous as possible, in an attractive way, and to attract more attention than any of the surrounding stores, not just more attention than the nearest store that sells the same kind of goods.

The luminous store front provides maximum attention value and is attractive. It is the outgrowth of experience gained in lighting at A Century of Progress Exposition. Extensive areas of glowing flashed opal glass, smoothly illuminated from behind by incandescent lamps, form architectural elements which cover the entire exterior of the store, up to the second floor, if there is one. Small stores in localities where there are few other stores and competition is not so keen as in downtown shopping districts, may be more conservatively modernized by a more sparing use of luminous elements. A lighted panel filling in the transom window or perhaps a glowing pilaster on either side of the entrance will transform an ordinary exterior into a distinctive one. A luminous store front is bound to catch the eyes of pedestrians and motorists and excite curiosity even before the show window can be seen.

The large areas of flashed opal glass, glowing by night, snow-white by day, make excellent backgrounds against which to mount opaque letters or designs. The contrast between background and letter is very high, assuring maximum visibility. Although luminous fronts are usually treated in black and white, all sorts of color combinations are possible, and striking color effects can be produced by a designer who thoroughly understands the use of color.

Luminosity

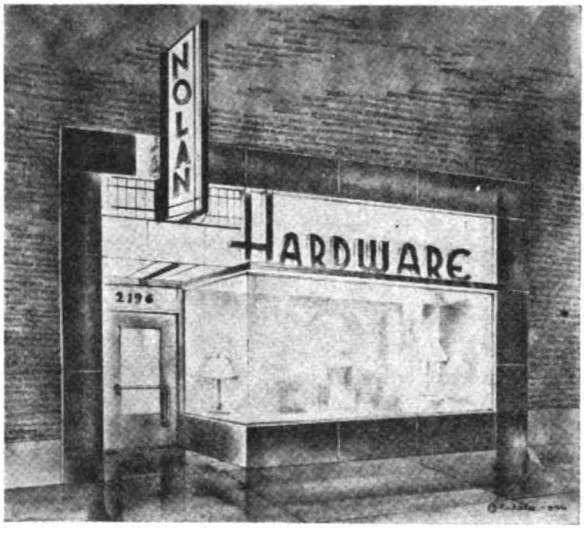
Technically, luminous treatment means lighting some translucent diffusing medium such as flashed opal glass, from behind so that light is actually transmitted through the medium. Another treatment that gives an effect of luminosity consists of illuminating white or tinted opaque areas by means of channel lights that are mounted directly across or at one or more edges of the illuminated surfaces and out a few inches from them. Letters or designs, usually opaque, may be mounted on the channels so that they are seen in silhouette against the illuminated background.

In addition to whatever lettering may appear on the architectural elements, it is often desirable to have a luminous sign mounted at right angles to the building front and projecting a few feet over the sidewalk so that it may be seen from both directions on the street. Such a sign should be designed to harmonize with the store front. It may consist of a luminous area on which are mounted opaque letters, or the letters may themselves be luminous, each being faced with flashed opal glass and containing its own lamps.

The luminous wedge sign is an interesting variation of the usual luminous sign. As the name suggests, this type of sign is shaped like a wedge. When its flashed opal glass faces are placed at a proper angle to each other they may be given a brightness of satisfactory uniformity when they are lighted merely by a few lamps in a parabolic trough reflector at the base of the wedge. Either one or both faces of the wedge may be translucent. The pattern or background, or the entire element, as the case may demand, may constitute the luminous portion. This type of display has the advantage of having an appearance of lightness, neatness, and finish.

The proper brightness of luminous elements depends upon the surrounding brightnesses. In a comparatively dark district where there are no brilliant electric signs or window displays, a luminous front would be effective with a relatively low surface brightness.

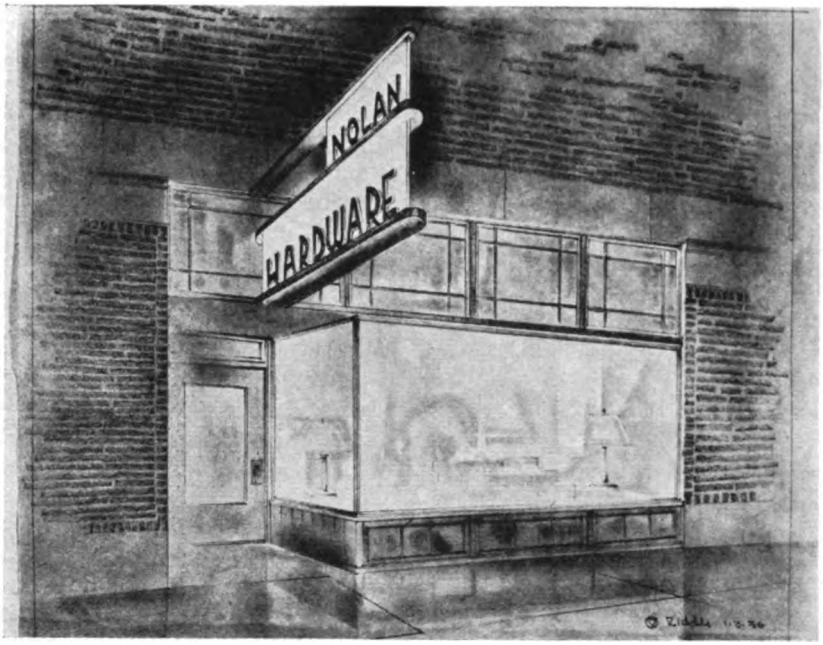




Two suggested treatments of the store on page 30 are given in these architect's sketches.

Here is the first of a short series on store modernization. Stores keyed to today's competitive conditions

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in terms of its appeal to the public.

We can analyze the manner in which such an appraisal of costs might be made, by taking a hypothetical case with liberally estimated costs (in practice they vary widely depending upon size, materials, finish, etc.). Suppose in a location where a conservative estimate of traffic shows about 2500 people per day (and this does not require a large town, or a high percentage of the total traffic), a merchant builds a store front similar to one of those shown in the artist's sketches, at a cost of $500.00. It might well require 2000 watts for lighting, and the owner pays 4c. per kilowatt-hour. Then we can indicate the charges:

(*Continued on page* 104)

In a bright downtown district where there are many bright displays, the luminous front should be bright enough to attract attention more commandingly than competing displays.

Since the luminous front is the last word in modern architectural treatments, it is bound to give the store an appearance of progressiveness, and by unconscious association people will feel that here is a store that carries only the highest quality, most up-to-date merchandise.

So easily are people's temporary moods influenced by their surroundings, that the pleasing appearance of a well-designed luminous front helps to put customers in a cheerful frame of mind when they enter the store. A customer in a cheerful mood is more than likely to be a customer in a buying mood.

It must not be supposed that the luminous front is effective only at night. During the day when the lights are off, the large areas of smooth white, and the trim, modern lines of a well-designed front make the store stand out from its surroundings to attract the attention of all who pass. Furthermore, in the northern sections of the country, darkness comes early during the fall and winter months, and there are many dark days. This means that it is often possible to take advantage of the drawing power of the lighted front during normal business hours.

The cost of any sort of advertising must always be appraised in the light of the results. The newspaper advertiser does not buy paper and ink—he buys circulation. In the same way, the merchant who puts his money in electrical display does not buy metal, glass, lamps, electricity, etc.—he buys circulation. The cost of a luminous front must be considered



Top of Page: An example of one of the simplest uses of light for the store front. This sign is illuminated by rows of lamps concealed in the horizontal channels. The silhouette letters are mounted on the edges of the channels and out a few inches from the flat white wooden surfaces. Such a sign has excellent visibility both by day and by night.

This front is of white stucco in which black letters are sunk. Illumination is provided by units with sections of parabolic trough reflectors set in the projecting canopy. The fact that the letters are depressed makes the shadows fall within the letters instead of below them.

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Margins Must Increase

—*Wholesale to 40%, Retail to 60% on Cost*

By J. B. PARSONS
President, Mayhew Steel Products, Inc.
Shelburne Falls, Mass.



JORDAN B. PARSONS

HERETOFORE a "rule of thumb" considered a margin of not less than 33 1/3 per cent for the wholesaler and 50 per cent for the retailer (based on cost) as safe and sound. That is no longer true. Your tax for Social Security payments alone may easily exceed your average profit. And the retailer may not be as efficient as the jobber in meeting this situation. On the basis of our views, we come squarely to this summary. Wholesale margin must be increased to approximately 40 per cent on cost and dealer margin must be increased to approximately 60 per cent on cost.

I do not believe any wholesaler or any dealer can escape this same conclusion. None of us may attempt to say how it may ultimately effect the distribution of this and that item. In theory it should not disturb the logic of wholesale distribution—in practice on some commodities where margins are extremely small it may do that very thing.

On a recent trip through twenty middle western States I visited some forty of our large wholesale houses and I "passed the time of day" with a large number of hardware retailers. Without exception they were doing a better volume of business compared with the previous year, though few of them were really enthusiastic about this because of the smaller profit margin. Without exception they asked no questions and made no comments as to price tendencies!

Taxes Inevitable

Taxes are as inevitable as day and night or death. They cannot be avoided nor can they be reduced under any present plan of the nation's management. They must be increased. And this means all forms of taxation, not merely Federal government demands for money which already have reached staggering proportions of the entire national income.

With such taxation as is based on profit I am not concerned in this discussion. But taxation in the form provided by the Social Security legislation is not based on profit but on practically all payments for human activity! Beginning in January, 1936, this addition to overhead expense will increase ultimately to a total of 6 per cent or more of the bulk of the entire payroll of the United States.

Let us keep in mind, as well, the fact that it will be cumulative; that is to say, the payrolls of all manufacturers providing us with supplies and materials must carry this burden. In turn it will be added to the cost of these supplies to us. To that increased cost we shall add the burden of our own taxed payroll increase.

Whether it is possible to closely calculate all these angles of increased cost I do not know. But I do know that in our situation I can see an upward tendency. We deplore this necessity and we totally disagree with the theory of higher prices bringing national salvation.

Now let's take a few definite commodities entering into our own production costs: Boxes up 12 to 25 per cent in a year; logs and lumber up from 25 to 40 per cent in six months; freight inward and freight allowances outward up 12 to 15 per cent; labels, glue, coal, insurance all higher.

In one of the paragraphs above I have referred to taxation not based on profit. I know our wholesalers all over the country represent an alert, keen, sensible classification of trade and commerce. But in the routine of daily affairs, faced with other problems of a seemingly more pressing nature, I am fearful they may not promptly enough analyze this most vital matter.

The question of price protection, or purchase ahead of a rising market is not paramount. That is a routine matter at best. But the question of margin and how this should best be handled is vital—it is the very essence of existence both to the wholesaler and the retailer.

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How Fleck's of Jenkintown, Pa.,

Stimulate Interest in Tools

IN the new hardware store of W. C. Fleck and Bro., Inc., in Jenkintown, Pa., the lover of tools and the mechanical-minded have not been forgotten. On the contrary, the management has made a special effort to attract and please those interested in building things.

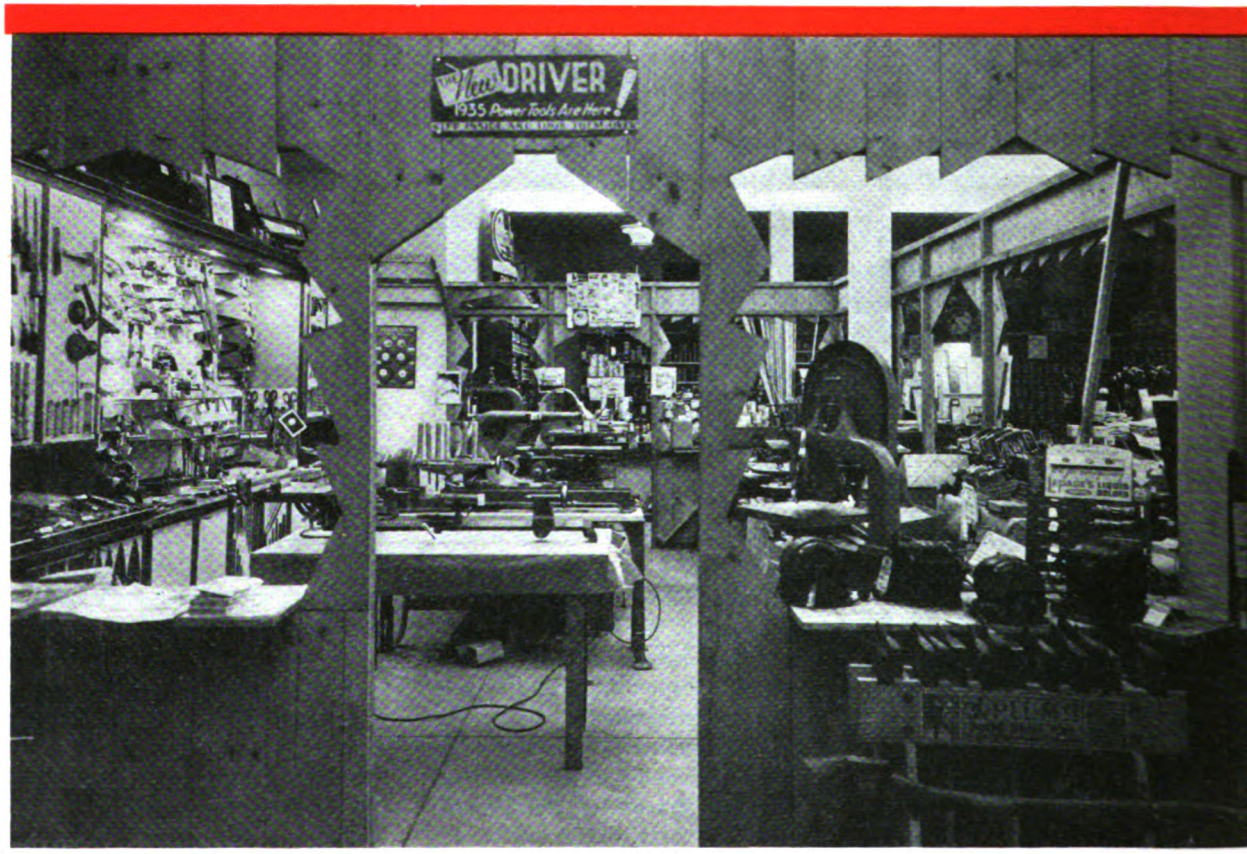
An elaborate display of tools is segregated in a section enclosed in a low-paneled wall. The large openings serving as windows in this wall are framed in irregular saw-tooth style, giving the entire setup an unique appearance—and spelling tools better than any sign.

In this tool department are several heavy tables on which are mounted motor-operated drills, lathes, grinders and saws—band, circular and jig. All of this equipment is set up for immediate operation, a mere turn of a switch setting in motion the machine that it is desired to demonstrate. Spaced around the tables are larger machines that stand directly on the floor. These are likewise wired for instant demonstration.

On the walls of the "tool room" are arranged displays of all types of hand tools. Various kinds of sharpening stones and abrasive cloths are also on show. In fact, everything is there that might be needed by a wood or metal worker, be he a professional mechanic or a hobbiest.

The uniqueness of this display attracts the attention of most all customers. Those interested are urged to come in and witness operating demonstrations of the different machines. Advice and instruction is freely given to those with problems to solve.

An important adjunct to the Fleck tool department is the Old York Road Handicrafters' Club. This is an organization



All power tools in Fleck's tool department are connected and ready to be operated. View shows a closeup of the department.

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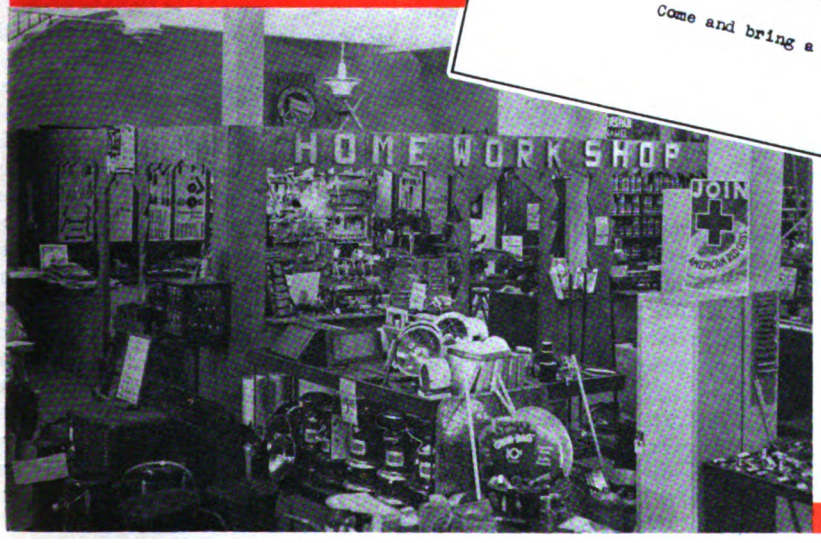
sponsored by the store for adults interested in handicraft. Over 70 members are at present enrolled and many more are expected during the winter. Meetings are held once each month in a room over the offices of the store. The meetings start at 8 P.M. and last at least two hours. Although meetings are held regularly on a certain night each month, announcements are mailed to the members a few days before the meeting.

An interesting lecturer from

(*Continued on page* 104)

W. C. FLECK & BRO., Inc.
HARDWARE
Home Electrical Appliances
House Furnishings — Sporting Goods
U. S. Tires and Tubes
Jenkintown, Penna.
Wholesale Retail
Paints — Builders Supplies
Tin Roofing and Sheet Metal Work

This is to advise you
the first meeting of the Fall Season
of the
OLD YORK ROAD HANDICRAFTERS' CLUB
will be held
FRIDAY EVENING---SEPT. 27th---8 P.M.
-----*****-----
A most interesting meeting has been
arranged through the courtesy of the
Carborundum Company, showing the
movie film entitled
"THE JEWELS OF INDUSTRY"
-----*****-----
Come and bring a friend.



Notices are sent to the members advising of Club Meetings. Above a Meeting of the Old York Road Handicrafters' Club at the Fleck store in Jenkintown, Pa. Left: As the tool department of Fleck's looks from the store.

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HARDWARE AGE FIFTY-YEAR CLUB



RUDOLPH TENK

RUDOLPH TENK is president of the Tenk Hardware Co., Quincy, Ill., and has been in the hardware business since 1885 which is his entire business life. Although he tells us that his chief hobby is photography, his earliest ambition was to be an electrical engineer in which field he has experimented in his limited spare time. He has a fundamentally scientific point of view, mixed with a deep and very human emotional side which would have made him an ideal scientist. In the early days of the X-ray Mr. Tenk did considerable work in that branch. and with his own hands built the equipment necessary to produce the current required to operate the tubes. He has made many electrical studies and has an unusually fine electrical sense. Being naturally a student he has associated socially with many medical men and has shown particular interest in the relation between psychology and medicine and their combined curative possibilities. A few years ago a leading medical journal published an article by this hardware wholesaler, offering it as an important opinion and study of a layman and urging doctor readers to give heed to his message which dealt with the importance of proper mental attitude when attempting to cure ills. Mr. Tenk follows the same practical kind of thinking and planning in his business, in his life and his public duties. He has ever held any political office but has frequently served on major civic boards. Prominent as a bank director and business man in his own community and as an active distributor of many hardware lines, this hardware executive has frequently written special articles for the hardware trade, particularly for HARDWARE AGE, and has been more often quoted for his opinions and experiences. When invited to join this club, Mr. Tenk made these simple yet eloquent comments, "I started in this business when I was 13 years old. At that time it was considered that the best way to learn a business was to start at the bottom, so I was put to work unpacking merchandise and sweeping floors. I worked through all the positions in the stock department, then through the office, and after seven years of this training, the buying was turned over to me."



OLIVER B. SURPLESS

OLIVER B. SURPLESS, president, Surpless, Dunn & Co., Inc., manufacturers' agents, 74 Murray St., New York City, and 34 N. Clinton St., Chicago, Ill., entered the hardware business in 1884, when, at the age of 14, he began working for R. K. Carter, who is said to have originated the hardware purchasing agency business. Leaving Mr. Carter in 1886, he then accepted a position with the Seymour Mfg. Co., with whom he was affiliated from 1887 to 1889. When Surpless, Dunn & Co. was organized, in 1890, he became a member of the firm, and since 1905 he has served as president of the company. To his host of friends in all divisions of the hardware industry Mr. Surpless is best known as "Ollie." He has always been keenly interested in welfare work, and has taken a prominent part in the hospitalization and charitable activities of Jewish, Protestant and Catholic welfare organizations, as well as in the financial campaigns of the Red Cross and the Salvation Army. He has also held many offices in political, civic and patriotic organizations. For many years, he has voiced energetic opposition to unnecessary taxation and to monopolies of any character. In recent years, he has frequently acted for hardware manufacturers and their interests on code and Institute committees. Through persistently emphasizing the importance of the sales element he has contributed much to the progress of the manufacturing division of the hardware industry. As chairman of the Ridgewood, N. J., War Memorial Committee, Mr. Surpless was largely responsible, with the assistance of the late Henry Bacon, for the War Memorial in that city, which has been widely praised. He has always been enthusiastic about athletic sports and baseball in particular, having played the game until a few years ago.

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The Nation Takes A Shot of Dope

By SAUNDERS NORVELL

THE fiftieth annual banquet, golden anniversary of the Merchants and Manufacturers Association of Philadelphia, on Thursday evening, January 30, at the Bellevue-Stratford Hotel in Philadelphia, struck a high point in trade dinners. The menu with its list of the banquet committee, past presidents and gold medallists for the years 1931, '32, '33, '34 and '35, was printed on heavy cream colored paper spangled with gold. Because it was the golden anniversary gold keys, pendant from silk neck ribbons, were presented to the living past presidents and George A. Fernley, secretary of the association, for good work done. The president of the association, John S. North of North Brothers, turned the banquet over to Leslie M. Stratton of Memphis, president of the National Wholesale Hardware Association, who acted as toastmaster. Mr. Stratton had the commendable characteristic of all good toastmasters, making his remarks very brief but graceful. fitting to the occasion and to the point.

Mr. Stratton in presenting the gold keys called attention to the fact that the recipients in several cases were carrying on the businesses founded by their fathers and grandfathers before them. When George A. Fernley was called before the speakers' table by Mr. Stratton and was presented with his gold key, Mr. Stratton spoke feelingly of the long services of Mr. Fernley's father to the hardware trade, and how these services had been taken up and carried forward by his son. Mr. Stratton referred to Mr. Fernley as the worthy son of a worthy sire. All present heartily endorsed Mr. Stratton's remarks and gave Mr. Fernley probably the greatest ovation of the evening.

Of the recipients of the Award of Merit Gold Medal from this association C. J. Whipple, A. J. Bihler, Robert H. Treman and myself were present. Frederick H. Payne, the other medallist, could not be present. He missed one of the most remarkable banquets in trade history.

The Speakers' Table

At the speakers' table were the following: Messrs. Charles F. Rockwell, Robert G. Thompson, John M. Miles, Joseph M. Hottel, C. J. Whipple, Fayette R. Plumb, A. J. Bihler, Paul A. Griffith, Rev. John L. Davis, Harry D. Moore, John S. North, Leslie M. Stratton, D. A. Merriman, S. Horace Disston, Rev. Andrew Mutch, D.D., E. E. Chandlee, Saunders Norvell, A. P. Van Schaick and George H. Griffiths. There were thirty-six other tables with about eight hardware men to a table. Therefore, if my arithmetic is correct, the total attendance at this banquet was between three and four hundred. A study of the names of those sitting at the various tables indicates without question that this banquet is the outstanding annual function in the hardware business. Some of the greatest houses in the industry were represented at the tables. But notwithstanding this impressive gathering in the beautiful banquet hall of the Bellevue-Stratford, the thing that surprised the observer was the informal atmosphere. There was no effect of stiffness or undue dignity, but an atmosphere on all sides of good will, humor and good fellowship.

One of the outstanding differences between this banquet and others was that there was only one set speech and that speech was made, not by a hardware man, but by a Methodist minister, the Reverend John L. Davis, who hails from Olkahoma and is pastor of a church in Greenwich Village in New York. Mr. Davis' speech held the attention of his audience for some forty-five minutes. There was not a dull moment. He told many good stories, and these stories not only adorned a tale but pointed a moral, too. At one moment we thought Dr. Davis was about to touch upon politics but we discovered he was only telling about his experiences as a boy and young man on an Oklahoma farm. He told us how the farmers in Oklahoma go to bed at sunset and arise before dawn. Then he added that if all of his hearers would do that, they would seldom get into trouble because it had been his observation that people always got into trouble sooner or later when they went to bed after twelve o'clock and slept late in the morning. He said we would know nothing of crime waves if we could induce the population of this country to follow the rule of early to bed and early to rise. Crimes were due to late or rather early hours and to a loss of sleep.

I might inject here a remark made by George Ade on another occasion. George has just celebrated his seventieth birthday, and in a recent newspaper article tells how it feels to be seventy. He does not enjoy it. In this article he refers to a remark he once made to the effect that: "Early to

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bed and early to rise—but you will not meet many prominent people."

One of Dr. Davis' remarks that almost touched on politics impressed his audience very much. He said there were only two things that would redeem this country and redeem the world, and put an end to our troubles. One of them is religion and the other is education. He added that until this fact is recognized and until the people in this country start to learn religion by first learning the golden rule and then becoming educated so they will understand the facts back of things, no matter what we do in the way of putting out one gang of self-seeking politicians and putting in another will not change conditions. In other words, whether we have the old deal or the new deal, just as long as the old dealers and the new dealers are the same old gang we will have the same old stuff.

I wish all of my readers could have heard Dr. Davis' address. I wish I had a copy of it. What I have written above is just from memory.

It has been the custom for many years at this banquet to give the guests souvenirs in the form of hardware articles. This year the committee on souvenirs outdid itself. There were so many that each guest was given a canvas duffle bag waist high in which he could carry home his plunder. I did not see a single man leave his bag behind. It was funny to see all those dignified hardware men dragging their bags to the elevators at the end of the banquet. There were samples of useful hardware from all over the country, but Philadelphia manufacturers seem to have been the most generous.

* * *

Real estate is the last thing to be adversely affected in a depression, and it is also the last to show recovery at the end of a depression. Visiting a suburban village to make a talk to the Rotary Club last week, the real estate member told me that a lot of sharks from New York were now coming out to their village and picking up real estate bargains at depression prices. I told him this was one of the first signs that we were actually getting out of the woods.

I had to laugh at a story told by one of the gentlemen present to the effect that he had a mortgage on his home, on which he not only had to pay interest, but according to the terms of the mortgage every six months he had to pay a certain fixed sum for amortization. Notwithstanding the fact that by these payments he had cut down the mortgage to half its original size, the interest rate was just the same. He added that he had told a certain real estate dealer about the unfairness of the situation. The mortgage was certainly a better one when he had improved the property constantly, and at the same time reduced the mortgage. The real estate man told him that according to recent laws passed in New York state, if he declined to pay off the amortization charge, the holder of the mortgage could not compel him to pay such charges. The real estate man also told him as long as he paid his taxes and his interest and kept up the property the holder of the mortgage could not foreclose the mortgage. The owner did not know these things. However, armed with this information he called on the trust company holding his mortgage and arranged for a reduction of 1 per cent in the interest rate. *This is just another instance of the value of education as outlined by Dr. Davis.*

* * *

Have just read quite an interesting article on the bonus to be paid to the veterans of the world war. This article tells of the enormous amount to be paid and that will be paid June 15, or very soon thereafter. Then it goes on into an analysis of what past experience has shown is the way the veterans will spend their money. One of the first things they will do, and this will take about 27 per cent of the total amount paid to them, will be to settle old debts. This speaks well for the veterans. It will be a fine day for those of their families and friends who have loaned them money, when they get their money back. Then a certain percentage will pay up on their cars.

This article with all the figures would make interesting reading. But I have become weary of statistics. One thing we know, and this is certain, that all of this money, no matter how the government raises it, when it is pumped out to the public through the veterans will be like giving the United States a shot of dope, or a grand big blood transfusion. It will certainly be a grand national cocktail with a strong kick in it. Now the problem up to all of us in business is just how we can relieve some of these veterans of their cash. Let the future take care of itself!

I have been wondering if some enterprising cutlery manufacturer, for instance, will bring out souvenir pocket knives for the veterans The veteran might carry this pocket knife for years in memory of the great event that will take place so soon. Some lines of business, the most aggressive and those with imagination, will get many more of the veterans' dollars than other lines of business which will lie dormant and not make them any offers. Every hardware dealer should look over his stock, figure out just what the veterans would like and fix up a show window on June 15 in honor and celebration of the payment of the bonus. It would not be out of place to suggest to the veteran that if he owns a home he should fix it up, paint and repair it. Then a suggestion in order might be that now he has received this windfall he should make his wife a present of a new electric washing machine or one of those new-fangled refrigerators. After all, shouldn't the wives share in the bonus? Another window might be arranged to appeal to taxpayers!

* * *

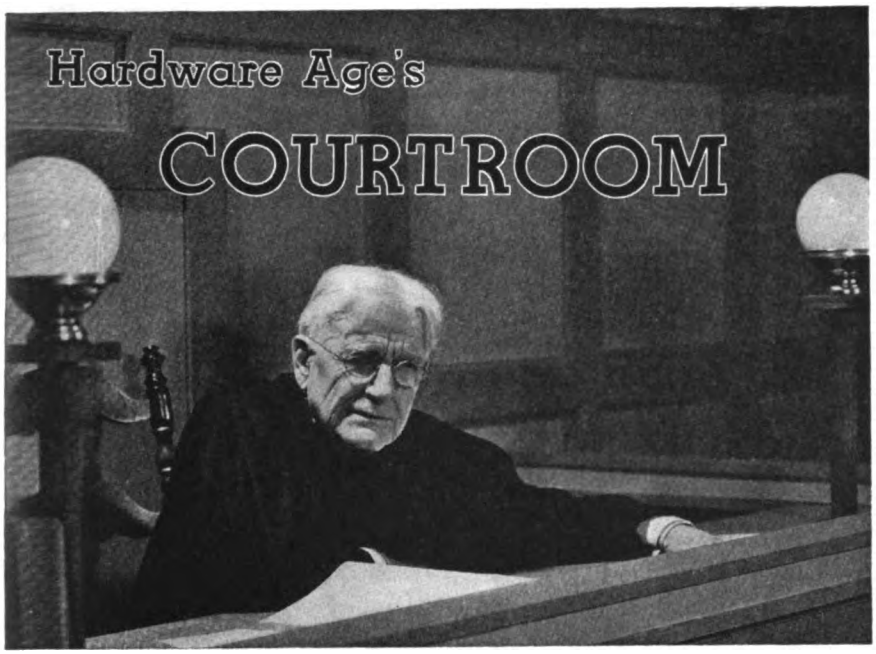
Before me I have a circular from an investing concern suggesting certain businesses in which to buy stock. Standing out at the head of this list is this statement:

"BE READY TO PROFIT FROM A BUILDING BOOM

A building boom of substantial proportions is ahead. Our report discusses a situation of vital interest to every

(*Continued on page* 86)

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Are the Fair Trade Laws to Fail?

By ELTON J. BUCKLEY

Counsellor-at-Law

THE plan which has rather rapidly been traveling over the United States recently, to prevent price-cutting, especially on advertised and trade-marked articles, seems to be limping rather badly.

I mean the plan of having the States pass what are called price-fixing fair trade laws. Several States have passed such acts, all modeled on the same pattern and all with the same objective. The idea is to give the manufacturer of a trade-marked article—of the type usually seized on by cutters as a loss leader—the right to contract with the dealers he sells to not to resell below a certain price.

If he sells to a jobber, he can tie the jobber up with a fixed resale price, and the jobber can also tie up the retailer he sells to, so that the price is protected from the time it leaves the producer until it reaches the consumer.

Theoretically a perfect idea, for if it would work the cutter's occupation would just about be gone.

The States are passing the laws because Congress, though for many years asked to do it, has so far failed. However, a new bill was introduced in Congress only a week ago; it remains to be seen what its fate will be.

Among the States that have passed such laws are California, New York, Pennsylvania (where the law has been uniformly ignored), Illinois and New Jersey. The immediate result in every State passing a fair trade act has been that it was at once attacked by organizations of merchants who thought the law was an infringement upon their rights. Their idea was that they had a right to take any article they wanted to and cut the living daylights out of it. The harm this did to the manufacturers' regular business was no concern of theirs.

So far there are thirty-one suits against these laws pending in the various States where fair trade laws have been passed. In one State, New York, such a suit has been successful and the law was declared unconstitutional.

The New York act, and some of the others, contained a very remarkable provision. It was that after a manufacturer had fixed a resale price, and sold to his customers at that price, it became a sort of law of the land, and *every* dealer had to keep to the fixed price, even though he had not agreed to, and might not even have bought the goods from the manufacturer direct.

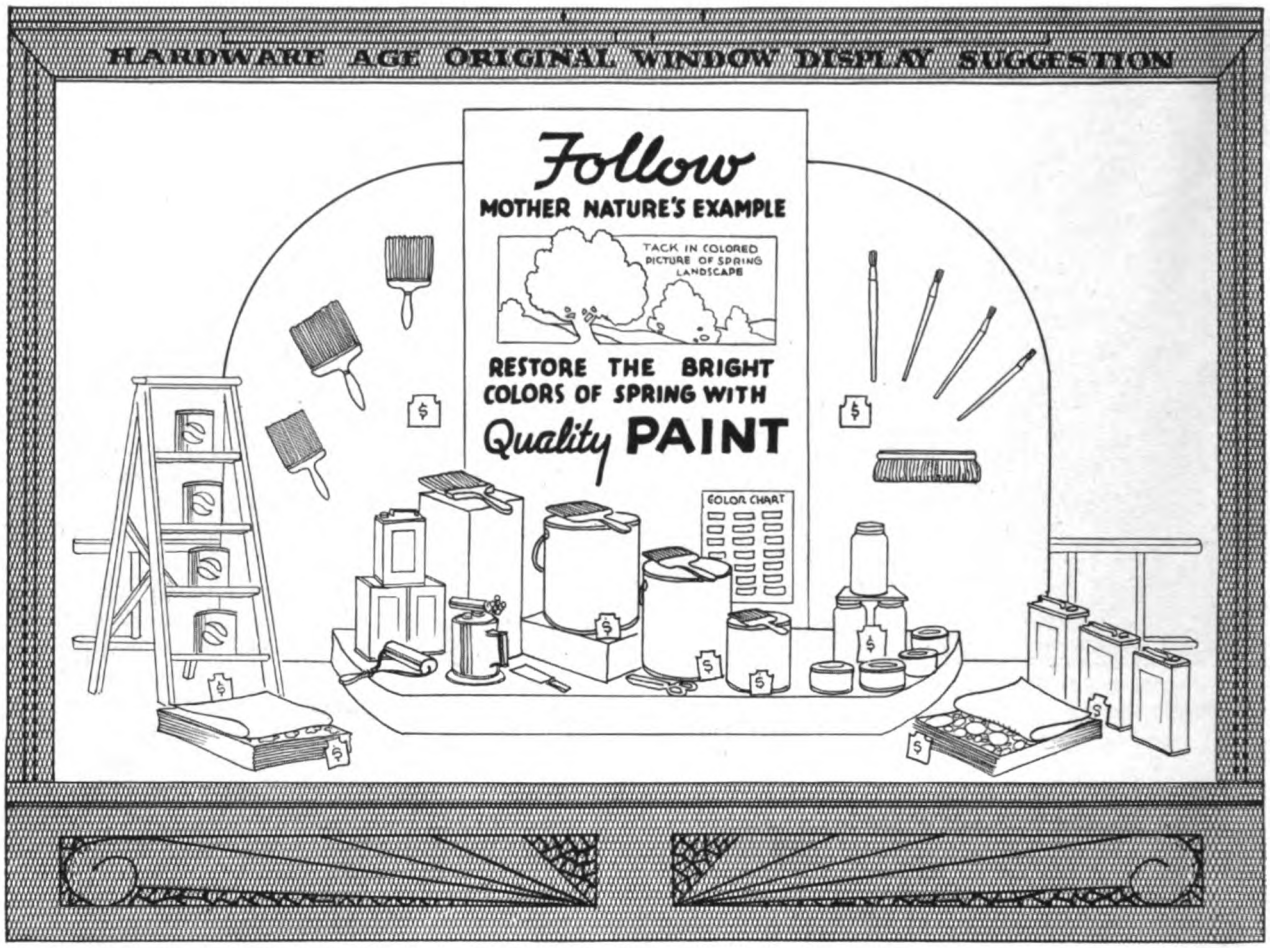
That always seemed to me to have no warrant of law whatever. It is hard enough to sustain a price-fixing contract between a seller and his immediate buyer, but when you try to bind an outsider with a price-fixing contract merely because somebody else has signed it, that is a miracle.

The New York court threw the fair trade law out. First because it couldn't possibly bind a dealer who had not agreed to keep to a price, and second because it put the State into the price-fixing business as to commodities not charged with a public interest.

That argument will rise to confront everybody who tries to defend a fair trade act, I am afraid. So will another one, viz.: the argument that a man who buys an article, and who owns it outright, has the constitutional right to do whatever he wants to with it—burn it, or give it away, or sell it at his own price, and when you deprive him of that right you deprive him of his property without due process of law. A right to do a thing is property in the eyes of the law.

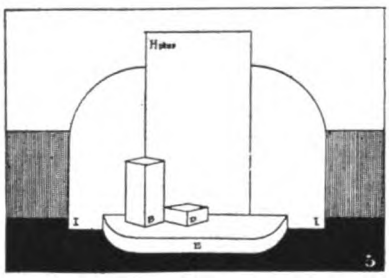
If these attacks on State fair trade laws are to succeed, it will be a great pity because they do, as I have said, offer a way of preventing at least some of the ruthless cutting of a myriad of articles, which has bothered so many business people for so long.

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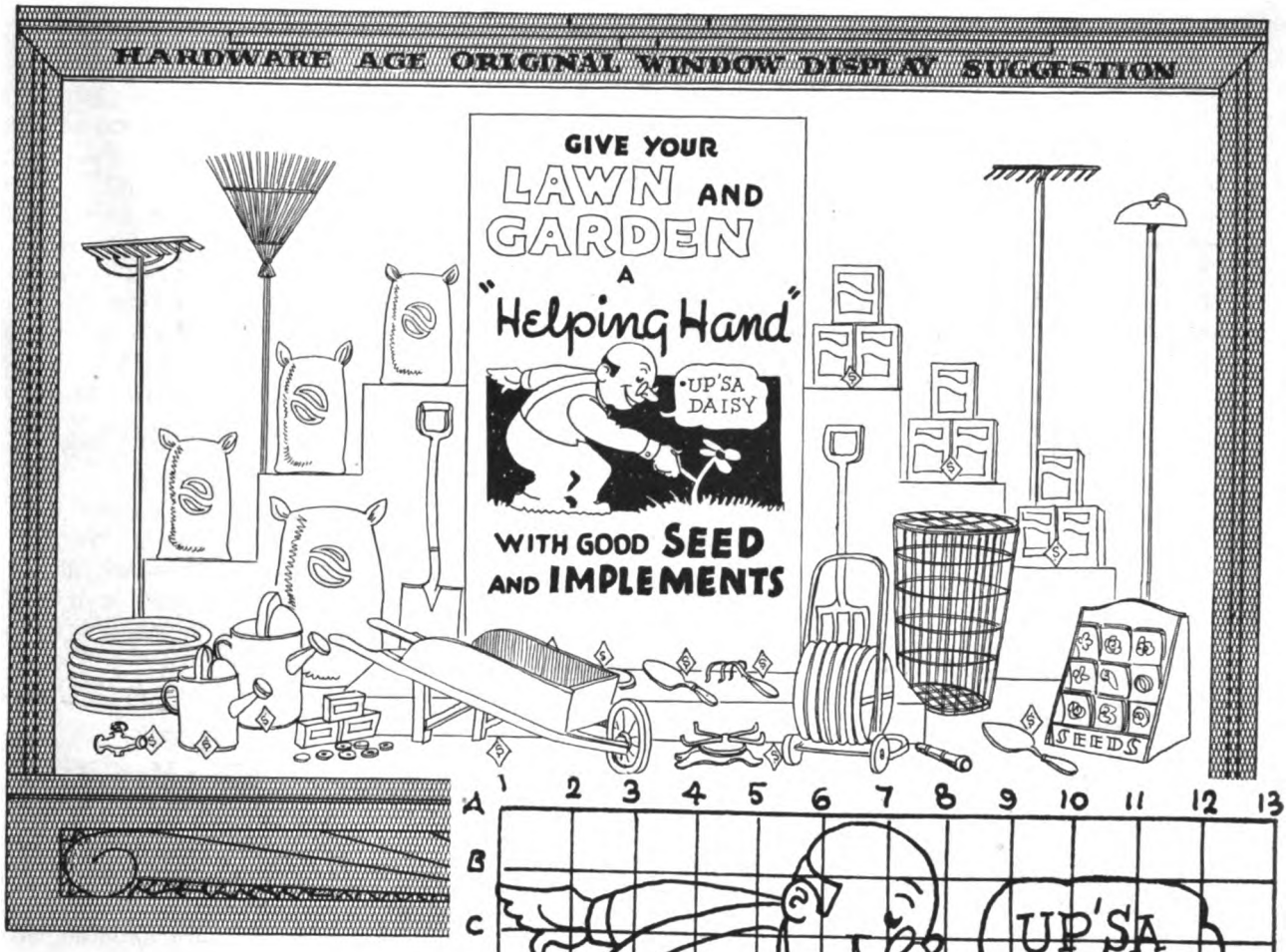
Get on Spring's Bandwagon

THINK Spring, talk Spring and get ready for Spring windows. Showmanship is a big help in window trimming and here are some ideas that will help you put pep in your windows. C. Arthur Miller & Son, Elmira, N. Y., obtained the Clyde Beatty cutouts from his local drug store, they having been used to advertise cod liver oil. An armadillo shell and some other curios and pictures completed the suggestion of the circus and the tie-in, "Spring brings the circus and leaky roofs" made an interesting and attractive display. Mr. Miller states that there are many other seasons that could be similarly treated—painting time, garden time for lawn mowers, hose, etc. The other



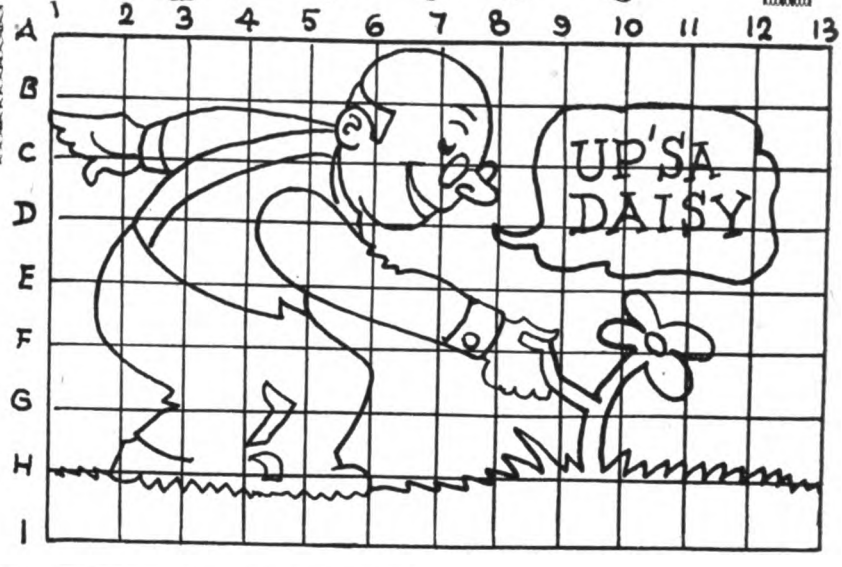


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—Now

sketched windows are self explanatory, using the HARDWARE AGE interchangeable display fixtures.

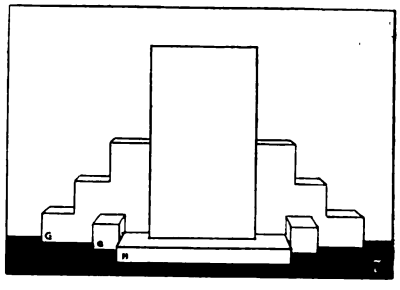


This chart makes drawing the man in the garden easy.



Left: C. Arthur Miller & Son, Elmira, N. Y., used this circus idea to impress Spring customers of the need for attention to leaky roofs.

The small cuts are the skeleton arrangements of HARDWARE AGE *interchangeable display fixtures.*



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How They Like It!

What readers say about the Hardware Age Catalog and Directory Number

Complete Hardware Encyclopedia

ROANOKE, VA. — We have received the "Who Makes It?" issue of HARDWARE AGE, dated Sept. 26, 1935.

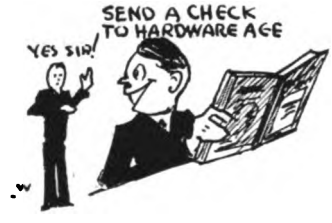
This is, indeed, a very complete hardware encyclopedia and we value our copy very highly. We find it is a source of much information and very seldom a day passes without referring to it.

We congratulate you on the completeness of this publication..

E. W. JOHNSTON, Pur. Agent,
Graves - Humphreys Hardware Co.

Delighted

SYLACAUGA, ALA.—We received in first class condition our copy of "Who Makes It?" and we are delighted with it. We enjoyed



looking at the illustrations and reading the descriptive matter in the front of the book.

Enclosed please find our check for renewal of HARDWARE AGE.

J. E. WALLIS, Prop.,
Wallis Hardware Company

Meet the Champ

COLUMBUS, OHIO—Referring to "Who Makes It?", we wish to say that we think this is one of



the best books of its kind that we have ever seen. We find it quite useful to us.

We use it from two to three times each day and consider it really worth while.

C. E. HESS,
Beck Supply Company

Very Fine

GREENVILLE, TENN.—Your Directory received. We feel it is a very, very fine piece of information and help.

WADDELL & BIRD

Consult It Frequently

OKLAHOMA CITY, OKLA. — We acknowledge with thanks the receipt of the Directory, or "Who Makes It?"

We consult the book frequently, and we thank you very much for having sent it to us.

E. J. MILLER,
Miller-Jackson Company

Helps Buying

KNOXVILLE, TENN. — We use your Directory a great deal in making purchases. We find a good many items and names of manufacturers listed in it that we do not find in other directories.

BRUCE KEENER, JR., Vice-Pres.,
C. M. McClung & Company

Must Have It

LARCHMONT, N. Y.—I wish to state that your Directory called "Who Makes It?" is one of the most valuable sources of information we have to locate manufacturers of various hardware and housefurnishing items.

You are doing the independent dealers a real favor and I do not see how any progressive merchant could be without this Directory or your HARDWARE AGE magazine.

G. W. MERRELL

Like a Pocket in a Shirt

PHILADELPHIA, N. Y.—I wish to acknowledge receipt of "Who



Makes It?". It has proven itself a valuable asset. It is as handy as "a pocket in a shirt" and I appreciate it.

BURT TAYLOR,
E. Burt Taylor Hardware and Plumbing

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Excellent

KINGSTON, N. Y. — We are pleased to acknowledge receipt of the Directory issue of HARDWARE AGE. We find this book most useful in looking up manufacturers whom we know only by brand name, and also when seeking sources of supply on new items.

The book reached us in fine condition and we want to thank you for an excellent publication.

R. H. HERZOG,
Herzog Hardware & Paint Co., Inc.

"Classy" Ads

MILWAUKEE, WIS. — Received Directory in A-1 condition. Right up to the minute. Very classy



ads on merchandise. Very complete directory of manufacturers.

EARL AIKEN, Pur. Agent,
Badger Pt. & Hdw. Stores, Inc.

Valuable Information

BRADFORD, PA. — Received the "Who Makes It?" Directory, which we find a very helpful addition to our catalog files. We sometimes refer to it three or four times a day and consider the information so valuable that we would not want to be without it.

Wishing you every success in this service to the hardware trade, I am

FRANK MAPPES, Vice-Pres. and General Manager,
Emery Hardware Company, Inc.

Very Complete

ST. LOUIS, MO.—We find the Directory very complete and it is used constantly in the Buying Department, as well as being accessible to any other department, if they desire.

W. G. YANTIS, President,
Shapleigh Hardware Co.

Saves Hours

WESTFIELD, MASS.—Our copy of "Who Makes It?" received, and is a very valuable asset to our business, saves hours of hunting.



A very quick way of finding what you want and where it is made. We shall use it often.

F. F. SHEPARD, President,
Bryan Hdwe. Co., Inc.

Valuable Accessory

MILWAUKEE, WIS. — We received HARDWARE AGE'S "Who Makes It?" and wish to compliment HARDWARE AGE upon this very valuable accessory for the hardware jobber's buyer.

EDWARD F. PRITZLAFF,
John Pritzlaff Hardware Co.

Invaluable

CAIRO, ILL.—We find the Directory invaluable in locating manufacturers of items not otherwise known and references are made almost daily to it at our office.

W. K. MADDOX, Buyer,
Woodward Hardware Co., Inc.

Helps on New Items

WHITE PLAINS, N. Y.—We find the Directory very useful in looking up the names of people who



make certain products which are new to us, as well as items we carry in stock.

H. HECHT & SON, INC.

Needed Constantly

NEW ORLEANS, LA.—Wish to acknowledge receipt of your new Directory. We have looked over this very carefully and want to congratulate you on the many improvements. We are constantly in need of such references and are quite certain it will prove beneficial to our business.

I. H. STAUFFER, President,
Stauffer, Eshleman & Co.

Appreciates Service

LOGAN, OHIO.—We think your Directory is very complete and helpful. This service is appreciated.

The Carpenter Hardware Co.

Many Thanks

AMARILLO, TEXAS—We surely appreciate our copy of Buyer's



Guide. We use it every day. Many thanks.

C. M. WILLIAMS,
Williams Hardware Co.

Most Valuable

LAKE FOREST, ILL.—We have received our copy of the Directory "Who Makes It?"

In our opinion this is one of the most valuable books in our store, as hardly a day passes that we do not use it.

D. L. WELLS, President,
Wells & Copithorne Co.

Very Useful

TOLEDO, OHIO—The copy of your HARDWARE AGE Directory received and we wish to congratulate you on this fine compilation. We find it very useful in our work.

E. E. TEEGARDIN,
The Stollberg Hardware & Paint Co.

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VOCATIONAL TRAINING FOR CLERKS PROVIDED FOR IN PROPOSED GEORGE BILL

(By L. W. Moffett, Washington Representative, Hardware Age)

Incorporating a new section which authorizes an annual appropriation of $1,200,000 for the development of vocational training for retail sales clerks, store operators and other distributive workers, the amended George bill was favorably reported to the Senate on Feb. 6 by the Senate Committee on Agriculture and Forestry. Senator George, of Georgia, author of the measure, will press for its passage at the present session. The bill was originally introduced at the previous session.

In its present form, the bill provides that the annual appropriation for development of vocational training for clerks in retail lines, beginning July 1, 1936, is to be matched in stated proportions by the states and territories. The federal allotment is to be made in the proportion that the total population of the states and territories bears to the total population of the United States according to the federal census last preceding the end of the fiscal year in which any such allotment is made. The money is to be used for the salaries and necessary travel expenses of teachers, supervisors, and directors of, and maintenance of teacher training in, distributive occupational subjects. Allotment to any state or territory shall not be less than a minimum of $5000 for any fiscal year and annually thereafter $27,000 or so much of that sum as may be needed, which shall be provided for the purpose of providing the minimum allotments.

The bill provides a total annual authorization of $12,000,000 beginning July 1, of the current year. It requires that the states by state or local funds match 50 per cent of the authorized appropriations until June 30, 1942; 60 per cent for the year ending June 30, 1943; 70 per cent for the year ending June 30, 1944; 80 per cent for the year ending June 30, 1945; 90 per cent for the year ending June 30, 1946 and annually thereafter 100 per cent of the appropriation.

This means that under the retail section, the total appropriation if all states met the matching requirement, would be $1,800,000 annually until 1942, inasmuch as up until that time they would have to contribute $600,000 or 50 per cent of the federal total each year. The progressive increased matching percentages would mean an annual appropriation for the retail trades of $2,400,000 after the fiscal year ending June 30, 1946, when state appropriations would be required to equal federal appropriations.

Allocation of the federal appropriations would be made so as to divide the appropriations into three parts, one for training in agricultural subjects, another for training in home economic subjects and the third for training in trade and industrial subjects. Money for training in agricultural subjects would be allotted in the proportion that the farm population of states bears to the total farm population of the United States. Allotments for home economics would be made in the proportion that the rural population of the states bears to the total rural population. Those for trades and industrial subjects would be made in the proportion that the nonfarm population of the states bears to the total nonfarm population of the United States.

The bill also authorizes an annual appropriation of $1,000,000 for the purpose of cooperating with the states and territories in preparing teachers, supervisors and directors of agricultural, trade and industrial and home-economic subjects. The appropriation would be alloted to the states in the proportion their population bears to the total population of the United States.

Further provision is made for an annual appropriation of $175,000 to the Office of Education, Department of Interior, for carrying out provisions of the act.

PARK AGAIN HEADS PHILADELPHIA ASSN.

George R. Park, Jr., of Wayne, Pa., was reelected president of the Retail Hardware Association of Philadelphia at its monthly meeting at Stouffers', 1526 Chestnut St. Other officers elected were: vice-presidents, Ellwood C. Fisher, Herbert Weber, William Killian; treasurer, Charles D. Huff; and secretary, William F. Brown.

The association will send a delegation to the annual convention and hardware show of PASHA, Baltimore, Feb. 24 to 28.

Harvey A. Aungst, vice-president of the Philadelphia Real Estate Board, urged the hardware men to cooperate in the National Home Show to be held here shortly, declaring that the Federal Housing program means perhaps more to the retail hardware dealer than to most other merchants.

MILLERS FALLS CO. INTRODUCES ADDITIONS TO LINE AT THREE-DAY SALES CONVENTION

Millers Falls Co., Greenfield, Mass., manufacturer of tools, held a successful three-day sales convention in the early part of January. The main purpose of the convention was to improve the line in construction and quality. For this purpose each item in the catalog was gone over and the possibilities in connection with each detail were discussed.

The salesmen received several campaigns for the spring. These new items are illustrated in a broadside which was mailed to the trade with a letter from George U. Hatch, vice-president of Millers Falls.

Those attending the banquet, held in connection with the convention, were: Top row (left to right) Philip Rogers, president; Messrs. Choate, Dykes, Shaw, Creller, George U. Hatch, vice-president, Anderson, Duncan, King, and Jung.

Second row: Messrs. Wilcox, Haserodt, Lynde, Parsons, Alexander, Fraser, Avison, Crawford, Bracken, Earl Holtby, treasurer, Pratt, Rupert, Moretti, and Brown.

Third row: Messrs. Shortell, Shay, Churchill, Saunders, Robinson, W. J. Parsons, Harner, Knowles, Jr., Hardie, and Knowles, Sr.

Bottom row: Messrs. Otto, Judy, Fenn, John Smead, vice-president, Taylor, Ackerman, Williams, Heath, and Swain.



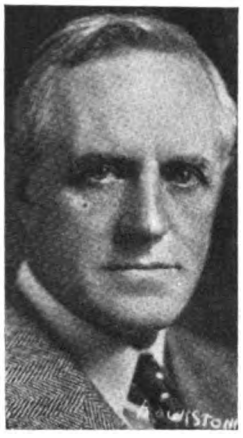
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THE TRADE

IT BECOMES PART OF THE COMMON KNOWLEDGE OF THE HARDWARE TRADE THROUGHOUT THE COUNTRY WHEN PUBLISHED IN HARDWARE AGE

W. W. FRENCH HEADS MOORE-HANDLEY CO.

W. W. French was elected president of the Moore-Handley Hardware Co., Birmingham, Ala., at a recent meeting of the



W. W. FRENCH

stockholders. Mr. French has been associated with the firm for more than 40 years. He succeeds the late J. D. Moore. Other officers of the firm are C. C. Blackwell, vice-president, and J. G. Holland, secretary-treasurer.

TOWNLEY ADDRESSES NORTH JERSEY MEETING

M. T. Townley of the Gilbert & Bennett Mfg. Co., Blue Island, Ill., addressed the Feb. 11 meeting of the North Jersey Hardware and Supply Association at East Orange, N. J., presided over by president George Force. He enumerated the three weights of screen wires on the market and told of the imported hardware cloths in this country. He also spoke about the manufacture of good wire and explained how the hardware man can hope to outsell cheap competition by an intelligent knowledge of his quality merchandise. Mr. Townley answered questions put to him by those present and disclosed wires best suited for different types of jobs.

Mr. Welsh of the Gulf Refining Co., Pittsburgh, Pa., discussed his firm's products such as insecticide and motor oil in small household cans. He told of the many Gulf dealer helps being offered to the retailer.

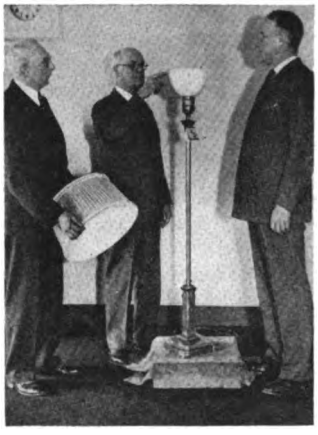
A taxation committee was appointed by the association to study tax problems and make reports at future meetings. H. H. Ludwig, Demerest Romaine and Louis Schelling compose the committee. Mr. Ludwig promised to inform the members as to how hardware dealers can avoid paying the tax imposed on naphtha, at the next meeting.

SALES MEETING AND BANQUET OF FRANK BOWNES CO., CHELSEA, MASS.



A banquet concluded the two-day sales meeting of the Frank Bownes Co., paint manufacturer of Chelsea, Mass. Frank Bownes, in his welcoming address on the opening day, complimented the men on the sales volume obtained during the last year and pointed out that a larger increase in the consumption of paint and varnish products was indicated for the coming year. J. M. Marsh, director of sales, spoke on the salesmen's obligations and objections. M. J. Baker, credit manager, discussed the salesmen's importance in the matter of credits. The second day was given over largely to the advertising campaign for Modene, the brand name of the company's leading line. L. W. Ellis, advertising manager, exhibited the new promotional features which, in addition to newspaper advertising, include direct mail and new, colorful window and store displays.

JUBILEE LAMP



Frederick Schwartz (left) vice-president, Artistic Lamp Mfg. Co., 395 4th Ave., New York City, presents A. W. Robertson, chairman of the board, Westinghouse Electric & Mfg. Co., Mansfield, Ohio, with a special 24-K gold and Brazilian Onyx lamp in commemoration of the Westinghouse Golden Jubilee. Walter Cary (center), president of the Westinghouse Lamp and Bryant Electric Co.'s, points to the luminous bowl of beetleware, marking the first use of this material in a certified lamp.

BETHLEHEM TO EXHIBIT AT HDWE. EXPOSITION

At the exposition of the Pennsylvania and Atlantic Seaboard Hardware Association which will be held in the 5th Regiment Armory, Baltimore, Md., Feb. 24 to 28, the Bethlehem Steel Co., Bethlehem, Pa., will have representative products on display in a space corresponding to Nos. 613 and 614 on the armory floor plan.

Representatives who plan to be in attendance during the exposition are: from Bethlehem office, F. R. Brody, R. E. Sharp, P. J. Treacy; Wilkes-Barre office, S. Y. Slocum; York office, E. A. Mercner; Philadelphia office, A. D. Wade; Baltimore office, V. A. Jevon, J. A. Davis, J. A. Maguire, J. B. Coster, R. L. Willey, F. J. Dunn; and R. Branscom, advertising department of the Bethlehem office.

250 ATTEND LEE HARDWARE EXHIBIT

Approximately 250 farmers and others attended the short course in power farming at the Lee Hardware store, Decatur, Ind., Jan. 31. The course was planned and supervised by John Deere & Co., Moline, Ill., with the members of the hardware store in charge.

Two talking picture features were shown, explaining to the farmers the practicability of the modern tractor and other motor powered farm machinery. The pictures pointed out the use of the new motor equipment, as well as the care of the old machines now in use on the farms.

2,000 VISIT CANTON MILL SUPPLY CLINIC

Approximately 2000 persons from Stark and nearby counties in Ohio attended a mill supply clinic sponsored for manufacturers by the Canton Hardware Co., Canton, Ohio, at its supply houses, Feb. 14 and 15. As the exhibit was not open to the general public, tickets were mailed to those interested. More than 40 manufacturers exhibited in interesting and unusual booths and representatives of many of the leading hardware and supply houses of the country were in attendance during both days.

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CORBIN CABINET LOCK APPOINTS SUNDVAHL

Effective Feb. 1, R. A. Sundvahl, well known to the hardware trade in the Middle West, was appointed manager of the Chicago office and territory for the Corbin Cabinet Lock Co., New Britain, Conn., in conjunction with the Corbin Screw Co. Mr. Sundvahl has been Chicago manager of the latter company for the past 20 years. His territory, which heretofore has included Michigan, Indiana, Kentucky and the section west of the Mississippi to Colorado and Wyoming and from Texas to the Canadian border, has been further expanded to include Colorado and Wyoming.



R. A. SUNDVAHL

TAYLOR RESIGNS FROM CORBIN CABINET LOCK

Harrison L. Taylor, after 20 years of association with the Corbin Cabinet Lock Co., New Britain, Conn., has resigned his position. Mr. Taylor started as an office-boy and has been New York manager and also director of export sales for the last six years. He has no definite plans for the future. He resides at 622 Prospect St., Westfield, N. J.

GASKELL REPRESENTS MODINE IN MEMPHIS

Modine Mfg. Co., Racine, Wis,, manufacturer of unit heaters, copper radiation, unit coolers, and heat transfer equipment, has appointed Charles J. Gaskell as its representative in Memphis, Tenn. He will cover the western part of Tennessee, the northern part of Mississippi and the eastern part of Arkansas. His headquarters are in the Falls Bldg., Memphis.

Mr. Gaskell is a graduate of the University of Wisconsin Engineering School. His previous experience consists of seven years as plant engineer for the Bemis Cotton Mill, Bemis, Tenn., five years as superintendent of construction with the Johns-Manville Co. in St. Louis and 12 years as a sales engineer in Memphis.

JORGENSON, SPECIAL REP. FOR KEYSTONE

L. F. Jorgenson has been appointed special representative to the manufacturing trade, for wire and nails, by the Keystone Steel & Wire Co., Peoria, Ill. His headquarters will be in Cincinnati.



L. F. JORGENSON

Mr. Jorgenson formerly represented Keystone as retail salesman and also worked in the mills during the war. It is felt that his background and experience fit him for his new position.

HANSON HEADS WIS. SHEET METAL ASSN.

Plamer Hanson, of La Crosse, Wis., was elected president of the Wisconsin Sheet Metal Contractors Association at its annual convention, Feb. 4 and 5 at the Republican Hotel, Milwaukee. Other officers elected were: vice-presidents, Robert Gehrke, Shawano, H. H. Peters, and Walter Marth of Milwaukee, Fred Wagner and Robert Behm of Kenosha; Alfred C. Goethal, Milwaukee, treasurer; Paul L. Biersach, Milwaukee, secretary; and Frank Kramer, Milwaukee, sargent-at-arms.

MFRS.' AGENT SEEKS LINES FOR CANADA

Harry F. Moulden & Son, manufacturers' agent at 171 Market St., Winnipeg, Canada, is interested in hearing from manufacturers desiring representation of their lines in Canada. With the new trade agreement between the United States and Canada in effect, this firm believes that conditions for the importation of hardware and allied lines are particularly favorable.

DISCUSS LAMP SALES AT ESSEX ASSN. MEETING

Publicity manager S. Litscher of the Advertising Service Department, General Electric Co., addressed 50 interested members of the Essex County Retail Hardware Association on "Sales Promotion of Lamps" at the group's meeting, Feb. 13, Kreugers Auditorium, Newark, N. J. President Theodore Yecies presided. Other guests were the New Jersey sales representative and L. F. Flannery, lamp manager of the General Electric Supply Corp.

ZIEGELMEYER HEADS HUEY & PHILP HARDWARE

J. E. Ziegelmeyer was elected president of the Huey & Philp Hardware Co., Dallas, Tex., at a recent meeting of the board of directors. Mr. Ziegelmeyer succeeded J. S. North, who resigned Jan. 1.



J. E. ZIEGELMEYER

George Roseberg, Raymond A. Slack, Lewis McMahan, and Paul H. Speaker were elected vice-presidents; Alvin H. Lane, secretary and general counsel; A. V. Lane, treasurer; John W. Philp, executive committee chairman; Dr. R. A. Trumbull, executive committee secretary; and M. D. Akard, director.

Officials of the firm issued the following statement: "The Huey & Philp Hardware Co. is discontinuing its contract builders' hardware department, but in the future will distribute builders' hardware along with other hardware lines through wholesale channels only." Mr. Ziegelmeyer said the firm discontinued its retail business several years ago and "now has no financial interest in any retail store."

L. W. DIAMOND FORMS THE PIERPONT MFG. CO.

Leon W. Diamond, founder and former president of the Sheffield Bronze Powder & Stencil Co., Cleveland, has organized The Pierpont Mfg. Co., 1740 E. 12th St., Cleveland, of which he is president. The formation of this new company marks Mr. Diamond's return to the hardware field with the development of a patented faucet washer, featuring "three point compression." Mr. Diamond has also introduced new merchandising ideas to the Tip-Top Washer, which, we are informed, has been favorably received by dealers and wholesalers. His firm's policy will be to further its sales through wholesalers.



LEON W. DIAMOND

KAHN CHICAGO DISTRICT MGR. OF G-E SUPPLY

A. H. Kahn, formerly Pacific Coast operating manager of the G-E Supply Corporation, San Francisco, was made district manager of the G-E Supply Corp., Chicago. Mr. Kahn was for years connected with the Pacific States Electric Co., San Francisco, prior to its consolidation when it became the western region portion of the G-E Supply Corp. He began his career as an office boy and successively became stock clerk, salesman, purchasing agent, service manager and operating manager. In that position he was in charge of the layout and plans and supervision of the offices and warehouses of the corporation on the Coast.

FRIGIDAIRE HOLDS CONVENTION IN N. Y.

Frigidaire Corp., Dayton, Ohio, held its annual convention and show at the Hotel Astor, New York City, Feb. 19. The show began at 9.30 a. m., and the program included a luncheon at 12.30.

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A. J. WOODLAND, NOW MANUFACTURERS' AGENT

A. J. Woodland, 150 Montrose Place, St. Paul, Minn., for the past 12 years representative of the Cutlery Division, Remington Arms Co., in the Northwest territory, has resigned that position to enter into partnership with George R. Olson as manufacturers agents. Mr. Olson represents the following lines in the Northwest: Imperial Knife Co., Providence, R. I.; Acme Shear Co., Bridgeport, Conn.; Clyde Cutlery Co., Clyde, Ohio; Windsor Mfg. Co., Orange, N. J.; and Royal Silver Mfg. Co., Norfolk, Va.



A. J. WOODLAND

Mr. Woodland's first business experience was as a stock boy in the cutlery department of Farwell, Ozmun, Kirk & Co., St. Paul, Minn. He later traveled for that firm for 17 years in the Northwest. In 1923 he became associated with Remington as representative in the same territory, remaining in that position until his recent affiliation with Mr. Olson.

As a result of his many years on the road, Mr. Woodland has gained much experience with cutlery and has made many valuable contacts with dealers and wholesalers.

UNIVERSAL COOLER NAMES 3 SALES MGRS.

The Universal Cooler Corp., Detroit, through H. E. Markland, domestic sales manager, has announced the appointment of three regional sales managers, who have had years of experience in household refrigeration sales over the entire country—H. F. MacGrath, as eastern regional sales manager, operating in New York; H. A. D'Arcy, central regional sales manager, whose base is Chicago; and L. V. Ryan, southern regional sales manager.

In addition to the recent appointments by Mr. Markland, F. S. McNeal, president of Universal Cooler Corp., has announced the filling of the post of director of advertising by George Moister, who formerly held similar positions with Kelvinator and Westinghouse. Mr. Moister brings to Universal Cooler a long and broad experience in refrigeration, having entered the field in 1923 as a Kelvinator retail salesman in Chicago. In the capacity of regional or branch manager he has covered every section of the United States in the period of the last 12 years.

JOHNSON MOTOR ELECTS BOARD AND OFFICERS

At the annual stockholders meeting of Johnson Motor Co., Waukegan, Ill., Feb. 13, the following were elected to the board of directors: Stephen F. Briggs, Detroit; T. E. Murphy, New York; J. E. Otis, Chicago; E. F. McDonald, Jr., Chicago; and J. G. Rayniak, C. P. Rossberg and P. A. Tanner, all of Waukegan.

The board then elected the following officers: S. F. Briggs, president; C. P. Rossberg, secretary and treasurer; H. M. Fisher, assistant secretary; J. G. Rayniak, vice-president in charge of manufacturing; E. H. Millet, vice-president in charge of refrigeration and export sales; P. A. Tanner, vice-president in charge of domestic sales of outboard motors and industrial engines. It was reported that all indications point to a very satisfactory increase in volume over the past year.

KAUFMAN ELECTED V.-PRESIDENT OF HIBBARD SPENCER, BARTLETT. TRUSDELL IS SECRETARY

Frank B. Kaufman and R. V. Trusdell were elected vice-president and secretary, respectively, of Hibbard, Spencer, Bartlett & Co., wholesale hardware firm of Chicago. Mr. Kaufman started in the hardware business with the Frank Price Mercantile Co., Mount Pleasant, in 1905, and came to Hibbard, Spencer, Bartlett & Co. on Jan. 16, 1906. After three years, Mr. Kaufman was assigned to a territory in northwestern Illinois. From 1932 until his recent election he served as sales manager.

Mr. Trusdell went directly from school into the wholesale hardware business. After 10 years with the Simmons Hardware Co., St. Louis, he entered the employ of Hibbard's in 1908 as buyer in the tool department. In recent years he has been manager of the buying division of staple goods and heavy hardware.



FRANK B. KAUFMAN

Both Mr. Kaufman and Mr. Trusdell were elected to the company's board of directors in Jan., 1934.

REPUBLIC MAKES SALES APPOINTMENTS

Charles W. East has been appointed district sales manager of Republic Steel Corp., at Houston, Tex., succeeding Robert E. Lanier. Mr. East was formerly assistant manager of sales in Republic's Pipe Division.

R. H. Sonneborn has been appointed special sales representative of the Tubular Division, with headquarters in the Republic Bldg., Cleveland. Mr. Sonneborn upon graduation from the University of Michigan became associated with the Colorado Fuel and Iron Co. Previous to his recent appointment he had ten years of experience with Youngstown Sheet and Tube Co. in the Detroit area.

MANUFACTURERS SHOULD NOT PAY DISTRIBUTORS' CATALOG COSTS, SAYS A. S. & M. A.

On January 15, 1935, the American Supply & Machinery Manufacturers' Association went on record in opposition to various forms of "waste in advertising" specifically such items as sharing part of the costs of distributors' catalogs. The text of the resolution adopted by this body reads as follows:

"Whereas, There are in the whole scheme of distribution many elements of economic waste, prominent among which is waste in advertising;

"Resolved, That we express the hope that our friends, the industrial distributors, will refrain from sponsoring any activities in local or anniversary advertising which may directly or indirectly involve any request to manufacturers to join in such undertakings;

"Whereas, This Association believes that the cost of publishing a distributor's catalogue is an expense item directly chargeable to the distributor's cost of conducting his business, and

"Whereas, The manufacturer will loan eletrotypes and supply correct information for catalogue compilation, and

"Whereas, The supplying of large quantities of catalogue pages by a manufacturer, sufficient to assemble a distributor's catalogue, transfers a burden of expense from the distributor to the manufacturer, and

"Whereas, Any deviation or exceptions create discrimination and unfair trade practices. Be it therefore

"Resolved, That we recommend to our members that all such requests for contributions to the expense of publishing distributors' catalogues be declined."

This parallels in spirit and principle the resolution of the American Hardware Manufacturers' Association reaffirmed in Atlantic City, N. J., last October.

100 SALESMEN ATTEND CONFERENCE IN NEWARK

More than 100 salesmen attended the annual three-day sales conference held by the Federal Hardware and Implement Mutuals and the Hardware Mutual Casualty Co., Feb. 6 to 8, at the Hotel Douglas, Newark, N. J. Principal speakers were the chairman, E. C. Seiffert, who presided; Roger A. Bouscher, manager of the Mutuals, and M. W. Stockton, assistant manager of the Federal organizations. The conference ended with a dinner meeting.

FARON TO MANAGE NEW HAVEN OFFICE FOR G-E

F. A. Faron has been appointed manager of the New Haven, Conn., office of the General Electric Co. Mr. Faron upon graduation from Rhode Island State College in 1916 entered the testing department of General Electric at Schenectady. In 1918 he was assigned to special work in the direct-current engineering department, and in 1923 became associated with the railway engineering department. In 1927 Mr. Faron was transferred to the New Haven office of the company, in charge of the transportation department there.

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OUTLINE 1936 PLANS FOR VALSPAR PRODUCTS

Following successful regional sales meeting at the Hotel New Yorker, New York City, and at the Civic Opera Bldg., Chicago, Valentine & Co., 386 4th Ave., New York City, maker of Valspar paints, varnishes and enamels, announced merchandising and advertising plans for 1936. The meetings were attended by Thurlow J. Campbell, president; Frank P. Connelly, vice-president and general sales manager; and George Bralla, secretary and treasurer.

The New York and New England sales divisions not only took part in a meeting at the Hotel New Yorker which was addressed by the above company executives, but also heard the firm's 1936 program outlined by various departmental managers and by specialists in merchandising and advertising fields. As part of the meeting the group visited the company's laboratories in Brooklyn and inspected its research and manufacturing facilities.

"We look for 1936 to be one of the outstanding years in our business, which was established in 1832," officials of the firm said. "We have completed just recently a comprehensive survey of the paint industry and have formulated a sales plan for 1936 which is based on this study and which is designed to meet, in an unusual way, the demands of paint dealers throughout the country. Our line is complete in every respect and is backed not only by our years of experience in this industry, but by a progressive management and a laboratory and technical staff which is continually conducting research and tests to keep our products in the forefront in the industry."

The company has developed for 1936 many new and attractive displays, color charts and other advertising features, among which are a new counter book, a giant neon outdoor electric sign, new large window centerpiece and various pieces of promotional literature.

AUBURN HDWE. LEASES ADDITIONAL SPACE

The Auburn Hardware, Auburn, Indiana, retail and wholesale, has leased part of the factory building of the Auburn Burner Bldg., on North Indiana Ave., which will be used for the wholesale department. This lease provides the firm with 17,600 square feet of additional floor space. The firm's entire wholesale business will be carried on from this location. The wholesale department has been segregated from the retail department, although the retail store will be maintained on South Main St.

MINING & MFG. FIRM BUYS DETROIT PLANT

The Minnesota Mining and Manufacturing Co., St. Paul, Minn., has purchased three acres of ground and buildings in the industrial center of Detroit. The buildings, providing 322,000 square feet of floor space were formerly occupied by the Studebaker Corp.

The growth of the business has necessitated this additional space, and as soon as the buildings have been made ready, certain departments will be moved there. Operations in St. Paul will not be curtailed in any way and the firm's headquarters will remain there. The purchase of the new plant will provide expansion for a number of new products now being developed.

CREATE GENERAL WILD-LIFE FEDERATION

The primary achievement of the North American Wildlife Conference held at Washington, Feb. 3 to 7, was the creation of the General Wild-life Federation which will coordinate the efforts and policies of those vitally interested in or dependent upon the nation's wildlife resources which are estimated to represent an annual value of approximately $1,000,000,000.

The Conference, which included representatives from Canada and Mexico, had a threefold purpose: the organization of a general federation; the development of a North American program for the advancement of wildlife restoration and conservation; and the presentation of information which would help solve mutual problems.

Jay N. (Ding) Darling was unanimously elected acting president of the Federation. The three temporary vice-presidents elected were: former Senator F. C. Walcott of Connecticut for the East; I. T. Quinn of Alabama for the South and Central regions; and Wm. L. Finley of Oregon for the West.

A tentative constitution, providing for an organization based on local representation, was endorsed, subject to revision or change when a permanent organization is completed. Under its provisions civic clubs, schools, women's clubs, agricultural organizations and other associations interested in wild-life conservation will name delegates from county units; the county units will elect state delegates, one from each state to be a member of the Federation. The states will be grouped into 13 regions; one delegate from each region will be named to the board of directors, with six other directors to be selected at large at the annual meetings of the Federation.

DETROIT REX MOVES EASTERN SALES OFFICE

The Detroit Rex Products Co., 13005 Hillview Ave., Detroit, manufacturer of Detrex solvent degreasers, Triad and Perma-A-Clor non-inflammable solvents, and a complete line of Triad Alkali cleaning compounds and enamel strippers, has moved its eastern sales region offices to room 816 Bush Terminal Sales Bldg., 130 W. 42nd St., New York City.

This region, under the supervision of D. E. Williard, eastern sales manager, consists of the New England States, the southeast corner of New York state, eastern half of Pennsylvania, New Jersey, Delaware and eastern Maryland. The various representatives covering this territory will work out of Boston, New Haven, New York City and Philadelphia.

By this division of the territory, we are informed, the company is better able to service its accounts and render a consulting service on metal cleaning to the finishing industries. This arrangement is in line with the recent general expansion of the company's sales and engineering forces, and additions to its line of solvent degreasing machines.

RENOWN STOVE CO. MAKES APPOINTMENTS

The Renown Stove Co., 1000 W. Exchange St., Owosso, Mich., has appointed J. F. Darling as district territory manager with headquarters at Indianapolis, Ind., to have charge of the central and southern Indiana and Illinois territory. T. C. Thompson who formerly covered this territory will continue to maintain headquarters at Elkhart but will supervise northern Indiana, northern Illinois and southern Michigan. Mr. Darling, for many years was connected with the Round Oak Co.

Leo H. Judge of Cleveland has been appointed territory manager for the eastern Ohio district with headquarters in Cleveland. Mr. Judge was formerly with the Buck Stove and Range Co. of St. Louis, Mo.

CINCINNATI GROUP CHANGES NAME

At the Jan. 6th meeting of the Independent Hardware Stores, Cincinnati, Ohio, it was decided to change the name of the organization to the Keystone Hardware Stores, Inc. Forty members attended the meeting at the Times-Star Bldg., which was presided over by president Howard Zimmerman of the Raber Hdwe. Co., 4029 Eastern Ave.

Other officers elected were: Henry Austing, Duwel Hdwe. Co., 2151 W. 8th St., vice-president; Joseph Kohstall, Kohstall Hdwe. Co., 5829 Vine St., Elmwood, treasurer; Stanley Schneider, Schneider Hdwe. Co., 2018 Harrison Ave., Cincinnati, secretary.

The new advertising program and methods of operating the organization during 1936 were discussed. Mr. Bluestein of The Leader Hardware, Norwood, announced a method of handling the bulletin board and exchange department.

FRANKLIN RESEARCH CO. BUYS CHEMICAL FIRM

The Franklin Research Co., Philadelphia, manufacturer of Rubber-Gloss Wax, has purchased from the Innis Spieden Co., New York City, its subsidiary, the Wilbur White Chemical Co. of Owego, N. Y. The latter firm has for the past nine years done research work in the field of water emulsion waxes developing and perfecting wax films as used for floors—factory finish coatings and other industrial requirements pertaining primarily to the rubber, leather, nursery and paper industry.

The Franklin Research Co. will continue to operate the Wilbur White Chemical Co. as a division of Franklin and has retained W. A. Bridgeman, formerly president of the chemical firm as managing head of an industrial department which will undertake the further development and sale of special water emulsion formulas for specific industrial uses.

OFFERS REWARD FOR CAPTURE OF THIEVES

This notice is to advise the trade that a .22 Cal. Remington Automatic Rifle, Model 241, bearing number 5615 was stolen from the Cash Hardware Co. store, Clay Center, Kan. A reward is offered by the National Anti-Crime Association of Topeka, Kan., for information leading to the apprehension of the guilty party or assistance in their capture.

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ALABASTINE CO. HOLDS 3-DAY SALES MEETING

Representatives of the Alabastine Co., Grand Rapids, Mich., came from all parts of the United States to participate in a three-day sales conference at the firm's general offices there, from Feb. 3 to 5. The conference was called to discuss plans, ways and means to secure national distribution for the new line of oil paints, enamels, varnish and matched brushes, recently announced by the company.

Talks were made by John C. Corcoran, treasurer and general manager, and W. H. Hall, director of sales. Technical details of the new line were explained by Harry N. Jones, production superintendent.

The new line of oil paints, enamels and varnish was enthusiastically received by the sales representatives. A new Outside White, developed by Mr. Jones, was the subject of special comment, as were the colorful new labels.

The advertising and merchandising program for the new line was discussed at length and warmly endorsed by the salesmen. The proposed program, in effect, seeks to give each and every Alabastine distributor the services of an advertising department in his own store, with the Alabastine Company defraying the expense.

"Alabastine's record of territorial protection over a period of more than half a century, is undoubtedly an important factor in explaining the many inquiries we have received to date," said Mr. Corcoran. "Our conference was highly successful, and I am confident, as are our salesmen, that broad national distribution can be assured for the new line during the current year."

SESSIONS CLOCK NAMES WESTERN SALES MGR.

E. C. Delmar has been appointed Western sales manager for the Sessions Clock Co., Forestville, Conn., with headquarters in the Merchandise Mart, Chicago.

Mr. Delmar was with the Seth Thomas Clock Co. for more than 25 years, retiring in 1931. In 1935 he reentered business and spent a year acquainting himself with changes and sales conditions, preparatory to assuming his new post. Mr. Delmar announced that Glen H. Miller, also a former Seth Thomas man, will handle the Southern territory for Sessions, while Arthur Frank will represent the company in the Western section.

Price Filing Alone Not Sufficient To Secure Effective Price Control, Says Report

By L. W. Moffett, Washington Representative Hardware Age

Frequent demands for supplementary controls over costs, production, resale prices, etc., would indicate that price filing alone is not deemed sufficient to secure effective price control in many industries.

The foregoing is one of the conclusions reached in a summary on price filing to NRA. It recently has been submitted with other summaries on NRA studies, to be the basis for a report to be prepared by the Department of Commerce and to be presented to the President and Congress. The purpose of the report, according to Secretary of Commerce Daniel C. Roper, is to "preserve the assets of NRA." The NRA has been transferred to the Department of Commerce, except as to its Consumers' Advisory Council, which was transferred to the Department of Labor.

The summary on price filing says there was a conspicuous absence of administrative investigation of the need for proposed price-filing plans at the time of their introduction and a corresponding lack of current supervision or observation of their operation and results after approval. There is some evidence, it is stated, that control is facilitated by the use of a market-reporting system, which includes other statistical data in addition to prices. Further and more definite findings on the economical result of filing plans, it is pointed out, must await the completion of statistical case studies and the analysis of other work materials. All reports on NRA studies are to be completed by April 1, when NRA expires by legal limitation.

One result of what is called spasmodic supervision over price filing is said to be the absence in NRA files of any body of collected price filings sufficient to permit a statistical analysis of the primary economic results on price levels, price stability, uniformity, etc.

It is pointed out that the most characteristic form of price filing under NRA codes involved the mandatory filing of present or future prices below which sales might not take place, the inclusion of all terms of sales in the filing, and the dissemination of identified price lists to competitors, through the medium of a central office, usually that of the Code Authority.

Price filing plans under NRA are said to have been designed primarily for the function of control or compliance. They were called the "checking" rather than the "market" information type of open-price provision, in that publicity was to serve as a measure of individual compliance with other price or trade practice provisions, including no sales below cost provisions, as well as an aid to improved knowledge about price levels and price changes.

"As a publicity device, price filing was expected to deter price cutting and to prevent uneconomic discrimination among buyers," the report points out. "There is fragmentary evidence that it did have this result in some instances; but the findings are not as yet substantiated by quantitative evidence. In some instances it seems to have deterred, in others to have promoted, price cutting. It appears very generally to have promoted price uniformity. The effectiveness of the device as a deterrent to discrimination was limited by the common practice of permitting customers to have access only to the price filings applicable to their own class."

It is declared that the effectiveness of price filing in giving publicity to prices was limited by a number of other factors: (a) Dissemination of filed prices was usually undertaken only to members and was comparatively rare in the case of customers; (b) frequent failure to file, widespread evasion of filed prices, and the filing of minimum rather than actual selling prices were common obstacles to publicity.

The report declares that very wide discretionary powers were left to the Code Authorities in connection with the operation of open price-filing provisions. One use of those powers, it is stated, was progressively to extend requirements for the publication and regularizing of all terms and conditions of sale. Price filing requirements, it is explained, appear to have served frequently as an impetus for standardization and uniform classification of products, customer groups, discounts, differentials, and other terms and conditions of sale.

"The rules and regulations of code authorities pursuant to price-filing provisions shaded imperceptibly into regulation designed to convert the price-filing system into a tool for price control," the report declares. Efforts to use price filing as an instrument of joint action to maintain prices was general. These efforts were not in most cases in the form of collusive agreements or of overt price fixing, but in that of an organized program to restrict individual freedom in pricing practices, and to secure conformity to a pre-determined price minimum and/or price structure. Thus we find relatively few recorded cases of pressure or coercive activity to require the filing of a specified net price, but very extensive evidence of efforts to compel members to abide by code or extra-code regulations concerning certain elements of price, cost floors, methods of quotation, established differentials, etc."

The report says a very close relationship between cost provisions and price-filing provisions appears, with the cost provision frequently used to establish code authority control over filed prices, and vice versa. The effectiveness of this control, it is said, was limited and weakened by progressive reluctance of the NRA to approve mandatory cost accounting systems or to enforce cost restrictions.

"The administrative problems connected with the operation of price filing were many and varied," the report continues. "Many arose from the code provisions themselves, which were characteristically too broad or too narrow for a regulatory device to be administered by a combination of private and public authority.

"Code provisions proved relatively pliable so far as code authority innovations were concerned, because of the wide powers granted in early codes and of the lack of specific limitations and definition of detailed procedure of powers. Administrative interference or corrective action was largely negative in character since amendments and modifications of existing provisions were made dependent on industry cooperation. NRA policy on price filing was not formulated until June, 1934, when more than 300 codes had already been written. The general trend was to surround price-filing systems with safeguards against abuse, and to limit the function of these systems more definitely to effective publicity. Even as thus limited, the last policy statement says that they should be applied to competitive but not semi-monopoly industries. Application of policy to effect changes was greatly handicapped by the reluctance of industries to open up the plans to revision."

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OBITUARY

JOSEPH A. KLEIN

Joseph A. Klein, president of Mathias Klein & Sons, Chicago, Ill., passed away Feb. 7, after a long illness.

Mr. Klein was the son of Mathias Klein who founded Mathias Klein & Sons in 1867.



JOSEPH A. KLEIN

As a boy he worked under his father's supervision, learning thoroughly the manufacture of fine tools, and when his father retired from business, Mr. Klein together with his older brother, John Klein, carried on the firm for some years as a partnership. In 1918 the firm was incorporated, and John Klein retired in 1925, whereupon Joseph Klein became president, which office he held until his death. His passing comes as a loss to the industry.

MALCOLM P. MacCOY

Malcolm Parker MacCoy, 62, a member of the Irving Hardware Co., 12 Warren St., New York City, died Feb. 14 at his home in that city. Following his graduation from a preparatory school, Mr. Parker entered the hardware business, with which his father and grandfather has been connected. The eldest MacCoy began in the business with Irvin Van Wart. Mr. MacCoy first worked in his father's firm, Joseph F. MacCoy & Co., which subsequently was merged with the Irving Hardware Co. He leaves a widow and two daughters.

W. P. SIMPSON

Wendell Phillips Simpson, 64, prominent business, civic and club leader of New Orleans, La., passed away suddenly of a heart attack, Feb. 6, at his home in that city. Mr. Simpson was president of the C. T. Patterson Co., Inc., mill supply and hardware firm of 800 South Peters St. Among the organizations with which he was prominently identified are: Hibernia National Bank; New Orleans Association of Commerce; New Orleans Chapter of the American Red Cross and others. He leaves his widow and three sons, Wendell Howard, Robert Louis and Sumner Simpson; and a daughter, Helen Marie Simpson.

SAGE LYONS

Sage Lyons, 16, son of Mark Lyons of the executive committee of The National Wholesale Hardware Association and prominent in association activities, passed away suddenly Jan. 18. Sage had been ill only a few days with a throat ailment which was not regarded as serious but pneumonia developed and death came quickly.

JOHN FRANKLIN MAGEE

John Franklin Magee, 69, retired secretary-treasurer of the Aluminum Goods Mfg. Co., died Feb. 2 in a Two Rivers, Wis., hospital. Mr. Magee joined the firm as a bookkeeper a short time after its founding. When the Aluminum Mfg. Co. was combined with the Aluminum Goods Mfg. Co. of Manitowoc in 1909, Mr. Magee was made secretary-treasurer. He retired from active service a few years ago but retained his interest in the firm. His widow survives.

MICHAEL A. JACOBS

Michael A. Jacobs, 75, president of the Malleable Iron Range Co., Beaver Dam, Wis., died Feb. 2 at Tucson, Ariz. He is survived by three sons and a daughter.

EUGENE A. SHULTS

Eugene A. Shults, 75, for 33 years proprietor of a hardware and jewelry store in Lawrence, Mich., died Feb. 2 after a long illness.

AUGUST SCHULTE

August Schulte, 77, hardware merchant in St. Louis, Mo., for 35 years but retired for the past 14 years died at his residence in that city. Since Mr. Schulte's retirement the store, at 2831-35 Union Blvd., has been operated by two of his sons, Henry X. and Alphonse J. Schulte. Another son Anton J. and a daughter survive.

E. P. LEWIS

E. P. Lewis, 61, pioneer hardware merchant of Marshfield, Ore., died at his home there, recently. Mr. Lewis was active in civic affairs, formerly having been a member of the city council, president of the chamber of commerce, on the high school board and also prominent in fraternal organizations.

HARRY N. POTTER

Harry N. Potter, 65, who operated a hardware business in Middleville, Mich., for the past 9 years died there Feb. 7, after a long illness. He had previously operated a hardware store in Mulliken for 20 years, and prior to that he lived in Grand Rapids where he was connected with the Lowell Mfg. Co. His widow and two sons survive.

H. P. RAABE

H. P. Raabe, 75, who with William E. Mauger organized the Raabe and Mauger Hardware Co., Albuquerque in 1906, passed away recently at his home in San Diego, Cal. He had also been secretary of the Whitney Hardware Co. and was connected with the John Becker Co. in Belen before the organization of Raabe and Mauger.

EDWARD A. MASUR

Edward A. Masur, Jr., 37, who was associated with the Masur Hardware Co., Lockhart, Tex., died Feb. 1 of pneumonia.

HERMAN C. KRIPPENE

Herman C. Krippene, 83, vice-president of the Krippene Hardware Co., Oshkosh, Wis., died Feb. 3 at his home in that city. He had been in the hardware business there for many years. His widow, two daughters and two sons survive.

JESSE S. HARRIS

Jesse S. Harris, 73, proprietor of the Harris Hardware Co., Pequot Road, Southport, Conn., died at his home there Feb. 5. He had been in the retail business in that city for 16 years. His widow survives.

WALTER B. THOMPSON

Walter B. Thompson, 55, a member of the Fisher-Thompson Hardware Co., Salisbury, N. C., died at his home there Feb. 6, after an illness of several months. His widow survives.

OSCAR W. MUELLER

Oscar W. Mueller, 73, pioneer tool manufacturer of Cincinnati, Ohio, died at his home there Feb. 7, after a lengthy illness. Mr. Mueller followed the manufacture of machine tools in Cincinnati for 47 years and retired from active business life in 1926 when he was president of the Mueller Machine Tool Co. He was a member of the Ohio Mechanic's Institute since 1883. A widow and a daughter survive.

WILLIAM K. MUNRO

William K. Munro, 71, well known business man of Cohoes, N. Y., died at his residence there, Feb. 6. Mr. Munro with Andrew J. Scotland established the hardware firm of Scotland and Munro in 1901 which has been in operation since. He leaves his widow and a daughter.

RICHARD S. WINGFIELD

Richard S. Wingfield, Greenwood, Miss., owner of an interest in the Henderson Baird Hardware Co., died recently following a brief illness. He was also a director of the Bank of Greenwood.

FRED G. HAINER

Fred G. Hainer, 66, salesman for the Vollrath Co., Sheboygan, Wis., died recently at his home there. Before joining the Vollrath Co., Mr. Hainer was identified with the hardware retail business for many years, operating for a time a store in Kaukauna, Wis. His widow and four children survive.

C. H. WHITMAN

C. H. Whitman, 74, hardware dealer in Campbell, Cal., for 41 years, died Jan. 25. He had been ill for more than a year. Mr. Campbell was active in both the religious and civic affairs of his city where he was recognized as a leader of business. His widow survives.

FRANK A. REID

Frank A. Reid, in the sales department of the Clayton & Lambert Mfg. Co., Detroit, for 23 years, passed way suddenly Jan. 25th.

JAMES W. MADDUX

James W. Maddux, 69, formerly proprietor of a hardware store at Watertown, Tenn., died Feb. 4 at his home in Nashville, following a long illness. His widow and two children survive.

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BRIEF ITEMS OF INTEREST TO HARDWARE MEN

ARIZONA

Ray Thompson, owner and manager of the Parker Lumber and Supply Co., Parker, Arizona, will open a combination hardware, paint and furniture store at First St. and Arizona Ave., in that city, to be housed in a new 50 by 76 foot building recently erected by him.

ARKANSAS

O. J. Melton, manager of Lake City Hardware Co., Ark., a branch of Trumann Hardware Co., has opened a second branch hardware and implement store in Monette, Ark.

The firm of Milwee and Dunlap, hardware, furniture and undertaking, at Brinkley, Ark., has been sold to Linkway Stores Co. J. Bascom Dunlap, junior partner of the former, continues the undertaking lines, while the Safeway Stores Co. will handle the hardware and furniture.

J. B. Slayden has opened a farm implement store at Tuckerman, Ark.

CALIFORNIA

A new modern building is being erected at 142-144 Greenleaf Ave., Whittier, Cal., to house the Farmer's Hardware and Paint Co.

CONNECTICUT

The Danbury Hardware Co., 294 Main St., Danbury, Conn., has discontinued its rug and furniture department and will devote the space to enlarged hardware stocks.

FLORIDA

Thomas H. Radford has opened a hardware store in the Carroll Bldg., Live Oak, Fla.

Fisher-Stinson Hardware Co., Panama City, Fla., has been granted a charter of incorporation with authorized capital of 250 shares, par value $100 each. Incorporators are: M. N. Fisher, C. C. Moore, and W. I. Stinson.

GEORGIA

The Franklin Hardware Co. has opened for business at Metter, Ga. Burton Franklin is proprietor. The firm will carry a complete line of hardware, paints and building materials.

KANSAS

The Waters Hardware Co., Junction City, Kan., is adding a new store room, 46 x 110 ft., to house its implement business.

T. L. Gideon has purchased the stock of the Webb Hardware Co., 913 Kansas Ave., Topeka, Kan., and will consolidate it with his own store at 821 N. Kansas Ave.

The Gibson & Clyborne Hardware has become the Gibson, Miller & Sims Hardware Co., Council Grove, Kan. The firm has been incorporated with G. F. Gibson, president; W. E. Miller, vice-president; J. A. Sims, secretary-treasurer.

The Neuman Hardware, Whitewater, Kan., has moved to a new location.

T. Henry Owens of Louisville, Ga., and his son James of Blyth, will open a hardware store in Louisville. The elder Owens will continue his grocery store while his son will operate the hardware store.

ILLINOIS

The Geuther Hardware has opened for business in Effingham, Ill., with a complete stock of hardware. Milton Geuther is the proprietor.

United Hardware Co., Chicago, has moved from 652 W. Randolph St. to 711 W. Lake St. The Randolph St. quarters of the firm were recently damaged by fire.

IOWA

Adolph Killian has purchased the Ericson hardware store operated by Jordan Ericson in Graettinger, Iowa.

MICHIGAN

The Mt. Clemens Hardware Co., 67 Walnut St., Mt. Clemens, Mich., has been organized with a capital stock of $10,000 by Martin A. Baarck.

MINNESOTA

Edwin Sorenson has purchased the Askov (Minn.) Hardware Co. from Carl Miller.

The Gislason-Bromen Hardware firm, Minnesota, Minn., has purchased the Ghent Hardware Co., Ghent, in that state, placing Thomas Nichols in charge.

MINNESOTA

Rumreich Bros. at Pisek, North Dakota, have purchased the Schneider Hardware at Adams, Minn. They will operate both stores.

MISSISSIPPI

A hardware store will be opened in Monticello, Miss., that city's first, by P. K. McLain and C. E. Barnes.

The Planters Hardware Co., Yazoo City, Miss., has purchased the adjoining store building.

NEBRASKA

T. H. Bailey has opened a hardware store at Benkelman, Neb.

R. C. Benson has purchased the interest of George A. Wachter in the Wachter Hardware Co., Pender, Neb., which will continue under the proprietorship of Mr. Benson and A. J. Ackerman.

NORTH CAROLINA

The Ayden Implement & Hardware Co., Ayden, N. C., has been granted a charter. Incorporators are: K. H. and C. B. Smith and J. B. Eure, all of Ayden.

OHIO

Robert W. Smith, son of Wayne C. Smith, the latter proprietor of a hardware store in New Burlington, Ohio, for the past 35 years, has become associated with his father on a full partnership basis. The firm name has been changed to W. C. Smith & Son.

Jess Eyster and his son, Redmond, have purchased the Edon hardware store, Edon, Ohio, of L. S. Maxwell.

Garver Bros. Co., Strasburg, Ohio, has added a downstairs department which will include departments for general hardware and tools.

OKLAHOMA

The hardware stock of the Clark-Darland Hdwe. Co., Seminole, Okla., has been removed to another location in that city. The old location has been retained for the firm's furniture stock.

OREGON

Albert E. Estes, in the hardware and machinery business in Oregon City, Ore., for the past 25 years has purchased the Western Hardware Co. store in the municipal building and assumed management. Eugene Barnum, owner of the store, is retiring.

SOUTH CAROLINA

The Dixie Hardware store has opened for business in Abbeville, S. C., with a complete stock of hardware. The store is on the West side of the square.

TEXAS

Maxey's Hardware store, 411 North Bishop St., Dallas, Tex., owned by Frank Maxey, will merge and operate under the same roof with the Sunshine Grocery & Market operated by Mr. Maxey's brothers, H. M. and G. S. Maxey.

WASHINGTON

The Lind Hardware Co., one of the oldest business firms in Lind, Wash., has been purchased by John Miller, of the Ritzville Trading Co. The firm will henceforth be known as the Miller Hardware Co. and will be conducted by Mr. Miller and his two sons, Arthur and Leslie.

W. R. Dickson has opened a hardware store in the former Howerton Bldg., Ilwaco, Wash.

WEST VIRGINIA

Higgins Brothers have opened their hardware store in the Lemley block, Littleton, W. Va.

The Weirton Market Hardware and Auto Supply store at 1888 Main St., Weirton, W. Va., has been changed to the P & L Auto Supplies & Hardware and Philip Nach, proprietor, has taken in as partner, Louis Elfont, who has managed the hardware and auto supply departments for the past three years.

WISCONSIN

A. J. Heide has purchased the interest of R. H. Pritzlaff, in the Watertown Hardware Co., 307 Main St., Watertown, Wis. John L. Bruegger will continue as active head of the firm and new lines and goods will be added to the present stock.

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Offers $2.00 For Norvell Book

$2.00 apiece is being offered for two copies of Saunders Norvell's book, "Forty Years of Hardware," if in good condition. This book was published serially in HARDWARE AGE and later brought forth in book form. Due to the popularity of the book, the publishers have sold all available copies. Readers having any extra copies and willing to release them for the amount mentioned will please advise T. Cain, Order Department, The Geo. Worthington Co., 802-832 St. Clair Ave., N. W., Cleveland, Ohio. Do not mail the book until requested to do so.

APOLLO METAL WORKS MOVES TO NEW PLANT

With the completion of their new plant in the Clearing Industrial District near Chicago, Apollo Metal Works, Inc., has moved its general offices and mill from La Salle, Ill., to the new site. The Clearing Industrial District is a 2,800 acre manufacturing area which houses 108 large factories and adjoins the Southwest edge of Chicago.

Apollo Metal Works manufactures pre-finished metal and Apollo Chromzinc and Chromcopper, which are used as coverings for table tops, drainboards, sinks and shelves. The firm was incorporated in 1915 and has offices in 17 principal cities throughout the United States, and one in Montreal. In addition to the Chicago plant, there is a mill in Bethlehem, Pa., of which the general offices will also be located in Clearing. The new building is a one-story plant with its own individual switch track added.

WEBER NOW WITH U. S. PRINTING

Edwin G. Weber, formerly with the Western Cartridge Co., has been appointed to have charge of the point-of-sale advertising department of the Chicago office, 205 W. Wacker Drive, of The United States Printing & Lithograph Co., Cincinnati, Ohio. He was with Western Cartridge for eight years serving as advertising manager, and previously with the Darcy Advertising Agency in St. Louis.

LEEDS SUPPLY CO. GIVES UP RETAIL STORE

Leeds Supply Co., Inc., Leeds, Ala., has announced its retirement from the retail hardware business and will confine its efforts to the wholesale and retail distribution of electric and mechanical household and commercial appliances. These appliances will be distributed throughout Alabama, and in connection with the firm's wholesale store, it will have a retail department for the sale of these products in metropolitan Birmingham under the name of the Alabama Appliance Co., Inc., 2015-2017 4th Ave. N.

NATIONAL BASEBALL WEEK, APRIL 4-11

National Baseball Week will be observed this year from Saturday, April 4 to Saturday, April 11. The week will be heralded with special window displays in stores selling sporting goods, newspaper advertisements and by sports columns in newspapers. Baseball Week display material will be mailed free to stores sending a request to *The Sporting Goods Dealer*, Tenth and Olive Sts., St. Louis, Mo. That publication is again offering prizes and trophies for the best Baseball Week window displays and newspaper advertisements.

KITCHEN MODERNIZATION IS THEME OF NEW MOVIE

A talking moving picture, "The Courage of Kay," telling in story form how old-fashioned kitchens may be modernized, is now being shown by electric light and power companies, electrical appliance manufacturers and other groups to consumer audiences throughout the country.

Sponsored by the Edison Electric Institute, McCall's Magazine and selected industrial groups cooperating with the Federal Housing Administration, the talkie tells how a young couple. Kay Harper and her husband, Bob, take advantage of the NHA. They financed a complete remodelling of their kitchen, including the installation of an electric refrigerator, range, dishwasher and other appliances through the Federal Housing Plan. Woven into the story is the rejuvenation of home life in the Harper family, with the resulting social success of Kay Harper and the business triumphs of her husband. Lois Wilson and Lloyd Hughes, Hollywood players, play the parts of wife and husband. Other Hollywood players are in the supporting cast.

ORGANIZE NEW FIRM TO MAKE WIRE SCREENS

The Savannah Wire Weaving Co., has been organized in Savannah, Ga., for the manufacture of fly and insect screens. Julian E. Howell has been named president of the concern and Arthur Crockery, as vice-president and sales manager.

DELCO OPENS DIVISION OFFICE IN NEW YORK

Delco-Frigidaire Conditioning Corp., Dayton, Ohio, has established an eastern division general office with D. G. Spahr as eastern division manager at 35 W. 45th St., New York City. This office will have jurisdiction over Delco-Frigidaire activities in eastern states.

Mr. Spahr was formerly sales manager for the Delco Appliance Corp., Rochester, N. Y., automatic heating equipment, sales of which recently were merged by General Motors Corp. with the summer air conditioning product sales activities of Frigidaire Corp. into a new company, Delco-Frigidaire Conditioning Corp. The purpose of the consolidation was to deal more effectively with air conditioning through offering year-round air conditioning products. L. W. Curl, who has been assistant air conditioning sales manager for Frigidaire Corp., will assist Mr. Spahr.

BORIN HOLDS MIRROR EXHIBIT IN CINCINNATI

Borin Art Products Corp., 2641-61 W. Polk St., Chicago, held an exhibit of a complete line of mirrors for kitchen, bathroom and other rooms, Feb. 18 to 21 in space 419, Netherland-Plaza Hotel, Cincinnati, Ohio. Mr. Miller, who is with the firm, was in attendance.

Straight Air Nozzle



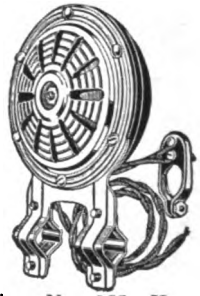
No. 113—Straight body is made without a screwed-in tip. Hose end suitable for either ⅜-in. or ½-in. hose and cast integral with body, eliminating separate air hose nipples. Nozzles are said to be rugged and heavy in construction and will stand abuse. They are adapted for use when suspended over machines from overhead air lines. Nozzle is of the same valve construction as used in the angle pattern nozzle and has the same brass handle. *H. B. Sherman Mfg. Co.*, Battle Creek, Mich.

Lunch Kit



Mickey Mouse design will appeal to children. Said to be good seller, not only before opening of school period but also for the entire year. *Geuder, Paeschke & Frey Co.*, Milwaukee, Wis.

Electric Bicycle Horn



Vibra-disc, No. 155. Has auto-tone voice; special featherweight switch. Double bracket fits handlebar from ⅜ in. to ⅞ in. Horn is 6½ in. high and 4½ in. in diameter. Operates by No. 6, 1½-volt battery. List price, as shown, $2. *The Seiss Mfg. Co.*, 3835-61 Seiss Ave., Toledo, Ohio.

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CONVENTION CALENDAR

Connecticut Hardware Association Annual Convention, Hotel Bond, Hartford, Conn., March 4 and 5, 1936. Charles F. Freeman, secretary, Branford, Conn.

National Retail Hardware Association Thirty-seventh Annual Congress, Hotel Chalfonte-Haddon Hall, Atlantic City, N. J., July 20 to 23 inclusive, 1936. H. P. Sheets, managing director, 130 East Washington Bldg., Indianapolis, Ind.

New England Hardware Dealers Association 43rd Annual Convention and Exhibition, Hotel Statler, Boston, Mass., March 11 to 13 inclusive, 1936. G. C. Small, secretary, 140 Federal St., Boston, Mass.

Southern Hardware Jobbers' Association Forty-sixth Annual Convention, jointly held with the American Hardware Manufacturers' Association Seventy-second Semi-Annual Convention, Memphis, Tenn., April 20 to 23 inclusive, 1936. Secretary Manufacturers' Association: Chas. F. Rockwell, 342 Madison Ave., New York City. Secretary Jobbers' Association: T. W. McAllister, 1020 Grant Bldg., Atlanta, Ga.

Southeastern Retail Hardware and Implement Association 22nd Annual Convention and Exposition, City Auditorium, Atlanta, Ga., May 19 to 21 inclusive, 1936. H. M. Simmons, secretary, 317 Ten Forsyth Street Bldg., Atlanta, Ga.

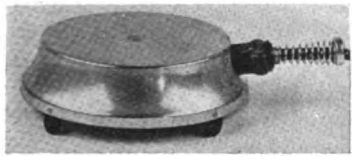
Triple Convention of the Southern Supply and Machinery Distributors' Assn., the American Supply and Machinery Manufacturers' Assn., and the National Supply and Machinery Distributors' Assn., Hotel Ambassador, Atlantic City, N. J. May 11 to 13, inclusive, 1936. Secretary, National Association: H. R. Rinehart, 505 Arch St., Philadelphia, Pa. Secretary, American Association: R. Kennedy Hanson, 916 Clark St., Pittsburgh, Pa. Secretary, Southern Association: Alvin M. Smith, c/o Smith-Courtney Co., Richmond, Va.

The Hardware Association of the Carolinas Annual Convention, Charleston, S. C., June 9 to 11 inclusive, 1936. Headquarters and sessions: Francis Marion Hotel. Arthur R. Craig, secretary, 803 Commercial Bank Bldg., Charlotte, N. C.

The Retail Hardware Association of Alabama, Inc., Annual Convention and Exhibit, Mobile, Ala., May 5 to 7 inclusive, 1936. Headquarters, sessions, and exhibit: Battle House. J. H. Crowe, secretary, 410 N. Twenty-first St., Birmingham, Ala.

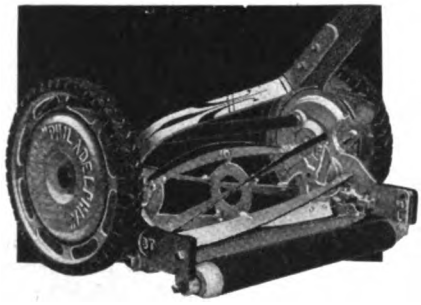
Warming Stove

Stove is about the size of a small plate. Made of highly polished chrome and stands on four composition, heat-



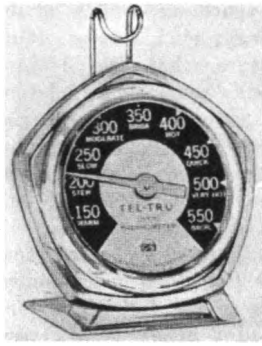
resistant, ½-in. legs. It is said to consume 50 watts of electricity an hour. It is used for keeping foods warm and may be used on a dining room table. List price, $1.50. *The Silex Co.*, Hartford, Conn.

Lawn Mower



Convex solid rubber tires forced into concave wheel rims; rubber grip handle; tie rod encased in rubber; self-adjusting ball bearings and double direct gearing. Height of drive wheel, 10 in.; diameter of cutter, 5½ in. Makes 16-in. cut. Painted in brilliant blue, trimmed with gold. Guaranteed against defective workmanship and materials. *Philadelphia Lawn Mower & Mfg. Co.*, 4250 Wissahickon Ave., Philadelphia.

Oven Thermometer

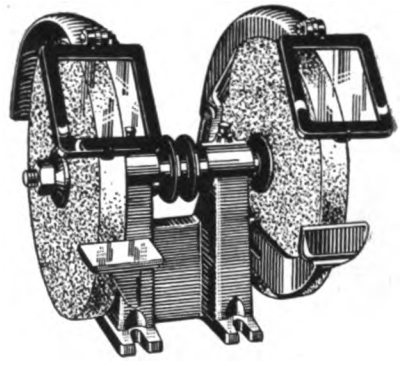


Tel-Tru, No. P-S 600, pentagon shape. Hangs or stands up. It is said to be easy to read, easy to clean and rustproof. Has standard scale; chromium finish throughout and glass crystal. List price, $1. Also thermometers for various uses, the list prices of which are $1 or $1.25. Dealer costs are 40 per cent on 1-doz. orders, 45 per cent on 3-doz. orders and 50 per cent on 1-gross orders. *Germanow-Simon Machine Co.*, 408 St. Paul St., Rochester, N. Y.

How To Cut Glass

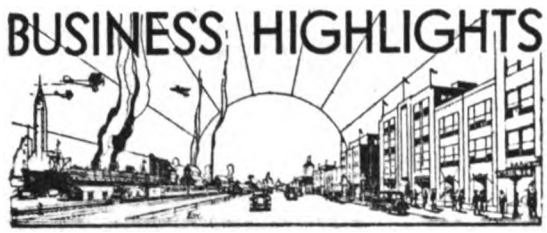
Complete instructions for cutting glass are printed on a 10½ x 15¼ inch card in two colors, green and black. Illustrations make the meaning clear and complete. It is intended to be hung over bench or table wherever glass is being cut; to save waste in cutting and lengthen life of the cutter. Available by request on letterhead. *The Fletcher, Terry Co.*, Forestville, Conn.

Grinder Head



No. 37—For 8-in. wheels with ½-in. hole, but will hold smaller wheel with ½-in. hole. The ¾-in. arbor runs in oilite bushings, the bearings fitted with snap-shut oilers. Bearings are 1½-in. long and ¾ in. in diameter. Wheel guards have adjustable safety sight plates and adjustable rests, one with flat surface and one with bevel surface for tool grinding. Two-inch pulley. Grinder may be belted from above, below or from back. Recommended speeds: 8-in. wheels, not over 2600 r.p.m.; for 6-in. wheels, not over 3400 r.p.m. Gray enamel finish. Supplied without wheels. *Arcade Mfg. Co.*, Freeport, Ill.

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HOW'S the

February 27th 1936

ADVANCES BECOMING EFFECTIVE

Galvanized Ware — Cast Aluminum Guns

DECLINES BECOMING EFFECTIVE

Steel Pipe — Pipe Fittings
Cotton Gloves and Mittens
Some Baking Tinware Items — Turpentine

ADVANCES ANTICIPATED

Chamois Skins

With large areas of the country still buried in snow and buffeted by storms, merchants have been forced to as patient an acceptance as possible of these unavoidable setbacks to their business The general hope is that the want-lists of their shut-in customers are daily growing longer, and that the earliest resumption of traffic will bring in all the pent-up volume. Salesmen have been handicapped as in no recent years, in reaching their trade, and have been able to contact personally only their headquarters or main-line stores. Side roads have been impassable to automobiles, and main highways, where open, have been largely one-lane affairs. Sales in off-the-road areas have been almost entirely handled by telephone. The radio and the telephone together have been the only link of some communities with the outside world, and it will not be surprising if this unexpectedly proven value of radio communication should result in a great stimulus of demand for receiving sets in the smaller communities.

* * *

Very satisfactory sales results have been attained in the larger towns, on lines which were the subject of special promotion efforts during January and February. Both mail orders and salesmen's orders have been better than a year ago in these instances. It is surprising that even promotion sales of poultry supplies, harness, wagon hardware, and similar farm items have been successful, regardless of farm tieups. Jobbers' and manufacturers' warehouse stocks of winter goods have been thoroughly cleaned out, and new records have been set during January and February in the sale of many emergency cold weather lines.

* * *

More calls for help in store modernization than for several years past are coming to the firms who offer such service. One large hardware wholesaler reports these demands upon their field organizations are taxing them to the limit. Requests for remodeling advice and assistance are coming from both large and small towns, and from large and small stores. A leading manufacturer of store equipment states that in recent months there has been more activity along modernization lines among hardware retailers, than even among the chain units, whose habit is to make their remodeling changes at this time of the year. Encouraging reports come from those stores whose modern dress and layout had been completed last year. In nearly every instance these stores report substantial sales increases over a year ago, notwithstanding weather handicaps. Rumors are prevalent, supported by some leases already taken, that one of the large national chains is contemplating a substantial expansion of their "C" Line (hardware) stores through the smaller towns. This prospect will prompt many more hardware dealers to modernize their stores, both as to equipment and as to selection of merchandise, in order to hold their trade.

* * *

The latest Dun and Bradstreet survey, covering the February 8th week, shows that while the country-wide retail sales barely held even with the corresponding 1935 week, there were gains in the East of 6 to 10 per cent over last year; in New England, 8 to 11 per cent; in the South, 4 to 6 per cent; in the Southwest, 5 to 8 per cent, and in the Pacific Coast area, 8 to 12 per cent.

* * *

Certain reclamation areas will be immediately and favorably affected by the TVA decision of the Supreme Court, announced on February 17. It is not generally considered, however, that the basis and scope of the Supreme Court's TVA announcement is sufficient to open the way for any great inroads of Federal activity into other fields covered now by private industry.

* * *

Steel operations last week were scheduled at 51.7 per cent of capacity, a decline of 0.6 per cent from the preceding week. A month ago the rate was 49.9 per cent, and a year ago it was 49.1 per cent. Production of steel ingots in January averaged 112,942 gross tons daily, the highest for any January since 1930, according to the American Iron and Steel Institute. Railroad purchasing and that from farm machinery plants, continue at present to show the greatest activity.

* * *

Makers of bolts, nuts and rivets have been operating on reduced schedules, chiefly on account of the recent slackening in demand from motor car makers. Prospects are considered good for a growing demand from makers of farm implements and railroad rolling stock, and, a little later, for further automobile assemblies.

* * *

Makers of asphalt roofing, whose lines in recent years have seen many and frequent ups and downs in price, and who last year

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HARDWARE Business?

trended pretty steadily downward, have recently agreed upon a new merchandising plan, with some price changes, to go into effect between February 15 and February 22. Details are not yet at hand, but some of the popular-selling items of prepared roll roofing, both talc-surfaced and slate-surfaced, are scheduled for a small advance to retail buyers. Prices will be kept uniform at all important mill basing points. A feature of the manufacturers' new plan is a sharp reduction of the wholesalers' profit margins. Discounts to buyers will vary according to the number of cars of roofing products to be taken out during 1936.

* * *

Price conditions on steel pipe have been unsettled in certain areas, particularly in the East, and finally a general reduction of about ten per cent in the prices to retailers has become established. The reduction conceded by the mills to wholesale distributors has been only five per cent, and jobbers are protesting vigorously this reduction in their already limited profit margin. Some mills express themselves as confident that the recent price drop is temporary, and that it must soon be recovered. They point out that advances were recently in effect on their skelp supplies, and that their fuel and labor costs are rising.

* * *

Prices on pipe fittings have been reduced as much as 15 to 25 per cent, due to strenuous competition for business among the manufacturers. This decline follows two previous advances, and it is supposed that some of the recent weakness has developed because of spotty maintenance of the markups by some interests.

* * *

While current business on corrugated roofing and other sheet metal building products has been at a standstill, due to weather conditions, there is a fair amount of "future" selling for spring delivery, and considerable competition among mills for the jobbers' purchases.

* * *

Makers of weldless chain and fittings, including weldless coil, tie-out, halter and dog chains have advanced prices approximately five per cent. Jobbers report that sales of chain have been very satisfactory in spite of winter conditions.

* * *

Chamois skin manufacturers advise that the raw skin market is steadily advancing, due to short supplies, and that higher prices are almost certain on finished skins. Prices are still unchanged on the regular lines of chamois skins which retail at 50 cents, 75 cents, $1.00, $1.25 and $1.50 each. On special sizes, however, which manufacturers sold last fall as leaders, prices have been advanced in some cases as much as 25 per cent.

* * *

Continental Screen Company when announcing on November 25 their opening prices on screen and doors for the 1936 season, announced that prices would be subject to revision or confirmation on February 15. The company has now issued notice, under date of February 15, that the opening quotations are confirmed covering orders until further advised. They remind the trade, however, that conditions are uncertain, and that it may still be necessary to advance prices during the 1936 season. Continental Screen Company are now commencing to release for shipment their distribution cars, in which a large percentage of the season's early volume is generally included.

* * *

Leading makers of cotton gloves and mittens have now reduced prices by varying percentages and covering about the amount of the processing tax. These declines had been rather well anticipated by many jobbers, so that an immediate markdown may not further be possible, from the current small lot prices to retailers on gloves and mittens.

* * *

A reduction has been announced, effective February 1, on several items of baking tinware, bread pans, square jelly cake pans, muffin tins, etc., averaging perhaps five per cent. Makers of galvanized ware, and enameled kitchen ware are looking for higher prices, and cast aluminum utensils have already been marked up about ten per cent. Stove mica has been advanced, No. 1 quality about five per cent and No. 2 about ten per cent. An increase was made in prices of certain vacuum one-pint bottles, about 2½ cents each, and on vacuum lunch kits, about one cent each.

* * *

Paint sales in December, as reported to the Department of Commerce by 579 establishments, totaled $20,038,905, about 25 per cent ahead of December, 1934, but some 20 per cent short of November, 1935, sales. A decline of two cents per gallon on turpentine February 14 is of interest.

* * *

Electrical goods made a great gain in new orders during 1935, according to final returns to the Bureau of Census by 78 manufacturers. Total value of new orders booked last year was $538,883,328, a gain of nearly $100,000,000 over 1934, and the highest total in four years. These bookings included motors, storage batteries, domestic appliances, and industrial equipment.

* * *

Daisy Manufacturing Company, to commemorate their fiftieth anniversary, are bringing out a Golden Eagle Model 50 Air Rifle, similar to their model 103 thousand-shot repeater. The metal parts of the new rifle are copper finished, and coated to prevent tarnishing. The stock is of black enameled wood, bearing a "golden eagle" insignia. The new model 50 will retail at $2.50 and will cost the dealer $20.00 per dozen. A reduction of $2.00 per dozen has been made at the same time in the company's model 103 nickel-plated rifle, which will now retail at $2.25. Model 50 will be available for shipment to the trade about April 1. After several years, the model 20 Little Daisy Air Rifle is being reinstated, because of some demand for a number to retail at less than $1.00. This model will retail at 67 cents, and will cost dealers $5.15 a dozen.

Another new item introduced at this time by the Daisy Manufac-

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turing Company is the model 44 Buck Rogers Repeating Water Pistol. This will provide fifteen shots, as compared with the model 80 six-shooter, and will throw a jet of water thirty-five feet. The retail price is 25 cents, and the cost to retailers $2.00 per dozen. The model 80 has been reduced twenty per cent to retail at 20 cents, with a cost to dealers of $1.60 per dozen. Shipments will be available about March 15.

* * *

Some advances in gun prices are coming through, including mark-ups on Western double-barrel shotguns of about five per cent, on L. C. Smith double-barrel guns of about ten per cent, and on Ithaca, about eight per cent. Lefever single- and double-barrel guns are raised six per cent. Various models of Harrington and Richards revolvers have been advanced, ranging from five to fifteen per cent. Winchester's announcement of a low-priced single-barrel shotgun will be of interest. Deliveries of this new gun, model 37, to the trade are expected about March 1. The retail price is to be $8.90 each.

* * *

Some interesting 1935 sales totals have been announced recently. Household washing machines sold in 1935 totaled 1.410,541 as compared with 1,240,284 in 1934. Ironing machine sales totaled 143,225 last year as compared with 116,069 in 1934. Electric household refrigerator sales in the United States in 1935 amounted to 1,446,790 units against 1,157,881 units in 1934. December sales totaled 69,073 units against 61,470 units in December, 1934.

* * *

Chain store sales in January gained approximately eight per cent over January, 1935, with individual gains ranging as high as 22.6 per cent. Of twenty-three organizations reporting, all but three showed increased sales over January a year ago. Aggregate sales totaled $137,734,302 compared with $127,565,781 in January, 1935. Woolworth sales for January were 0.9 per cent under last year; Kresge's were 1.28 per cent ahead. Montgomery Ward and Company sales for January and the fiscal year ended January 31 were the largest on record. For the month, sales were $18,508,149, or 6.26 per cent ahead of January, 1935. For the year, the total was $306,101,505, a gain of 17.10 per cent over the previous year. Sears, Roebuck and Company's January gain was 16.1 per cent. The latter company is announcing an unusually heavy buying program, preparatory to its activities in celebration of its fiftieth anniversary, this year.

* * *

Farm commodity prices have shown conflicting trends in the weeks which have elapsed since the Supreme Court invalidated the Agricultural Adjustment Act. Some commodities on which taxes were levied have declined, while others have advanced. Egg and butter prices have reached very high levels in the leading cities, as continued cold and stormy weather curtailed production and retarded the movement to market.

* * *

Bank clearings for the twenty-two leading cities in the United States for the five days ended February 11 increased 2.2 per cent over the like 1935 week, as reported by Dun & Bradstreet. The current total was $4,345,145,000. In the February 4 week the gain over last year was 20.5 per cent. At New York City clearings ran 2.4 per cent under the like 1935 total, but this was overcome by a gain in centers outside New York of 11.5 per cent above last year.

* * *

F. W. Dodge Corporation reported today that all types of construction in the thirty-seven states east of the Rocky Mountains increased to $204,792,800 in January from $99,773,900 in that month last year. The January total, however, represented a decline of 22 per cent from December. Improvement over January, 1935, totals was noted in each of the thirteen major survey areas east of the Rockies. The middle Atlantic states, the Chicago territory and southern Michigan showed the largest relative gains. Residential building in January totaled $37,439,500, against $22,410,200 in January, 1935, and $45,140.000 for December.

* * *

The outlook for 1936 in residential building points to further betterment. Residence vacancies are believed to be approaching the three per cent level at which new construction usually expands rapidly. Rentals are increasing to the point where new capital may be attracted to building for investment. Building costs are still high, but low money rates are favorable to construction at this time.

Farm equipment sales in 1936 have been running 25 to 35 per cent above the 1935 period, and production is 50 per cent greater, according to Dun & Bradstreet, Inc. Sales in 1935 were at the best level since 1930. Observers feel that large-scale replacement of farm machinery is ahead because of the high average age of the equipment still in use. No great change in prices of farm equipment is expected beyond the slight rise in 1935. Most of the large agricultural areas report collections improving, with 97 per cent of the 1935 maturities paid, an increase of about 35 per cent over 1934.

* * *

Bonus spending estimates are that three-fourths of the veterans may cash their bonus certificates before the summer is over, releasing about $1,500,000,000 of buying power, which will probably create a small business boom. According to a survey made by the American Legion, the average bonus dollar will be spent as follows: debts, 31 cents; homes and real estate, 25 cents; investments in own business, 7 cents; clothing, 7 cents; home furnishings, 6 cents; automobiles, 6 cents; savings accounts, 4 cents; insurance, 3 cents; home equipment, 2 cents; stocks and bonds, 1 cent; farm equipment, 2 cents, and miscellaneous, 6 cents.

* * *

Fuller and significant statistics have been recently put out by the National Industrial Conference Board, concerning business activity during 1935. Industrial production during the last quarter of the year reached the highest level since the second quarter of 1930. Distribution, indicated by retail sales and by the volume of goods transported, advanced materially during the last quarter of 1935. The increases in production in 1935 in the major industries, compared with 1934, were 92.4 per cent for residential building, 86.1 per cent for machine tool orders, 45.0 per cent for automobiles, 30.6 per cent for steel ingots, 2.6 per cent for bituminous coal, 9.2 per cent for electric power, 9.3 per cent for petroleum, and 19.5 per cent for all building construction. Miscellaneous carloadings were 6.6 per cent more, and total carloadings were 2.2 per cent greater than during the previous year.

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Michigan Convention Attracts 1400 to Detroit



W. C. JUDSON
New President



HAROLD W. BERVIG
Secretary



A. D. VAN DERVOORT
Retiring President

THE forty-second annual convention of the Michigan Retail Hardware Association was held at Masonic Temple, Detroit, February 11 to 14. Some social and other special events were held in other locations, but the convention, with the exposition, fairly filled Detroit's largest regular convention auditorium.

Attendance was officially estimated at 1,400, including a number of dealers from surrounding states.

Officers were elected at the final session on Friday, as follows: W. C. Judson, Big Rapids, president; Joseph J. Louisignau, Cheboygan, vice-president; William Moore, Detroit, treasurer; and Harold W. Bervig, Lansing, secretary. Two members were elected to the Executive Board: Frank J. Hartge of Detroit and Herman C. Meyer of Petoskey.

The President's Luncheon, Tuesday noon, February 11, opened the sessions, with A. D. Van Dervoort of Lansing presiding and over three hundred in attendance. William Moore, of Detroit, gave the invocation, and H. H. Dignan of Owosso, hardware dealer and State legislator, gave a memorial tribute to former presidents George W. McCabe of Petoskey and Charles A. Ireland of Ionia, who died during the past year.

An unusual feature of the luncheon was the introduction of each member of the Quarter Century Club. Michigan's club is restricted to representatives of firms which have been members of the association continuously for twenty-five years.

President VanDervoort stressed the necessity of five policies as "Basic Policies for Hardware Retailers": 1, keep the stock up to standard in volume and quantity; 2, keep acquainted with current market prices. 3, keep stock up to date in new trends, and keep up to date on business trends individually; 4, see that the store is always neat and clean; and 5, mark the price or descriptive tag of every piece of merchandise clearly for the public to see.

A. W. Cullen of Minneapolis, editor of the *Hardware Trade and Sporting Goods*, spoke on "Preferential Discounts, Rebates, and Allowances—and Why." He stressed the way that every activity in industry is being watched at Washington, with especial reference to the interest of the retail hardware dealer, basing his talk upon Federal Trade Commission activities, Congressional investigations, and special studies. Mr. Cullen expressed the opinion that both houses of Congress are showing decidedly more favorable interest in the small operator than formerly.

Joseph H. Plumb of Philadelphia, treasurer of Fayette H. Plumb, Inc., then talked upon "Here's the Answer," discussing the manufacturing of clean merchandise. He stated that manufacturers generally are making goods at a price that will allow the independent to compete with the chain store, without sacrificing quality.

Paul Crissey, of the Edward Katzinger Company, Chicago, used the title, "Let's Look at the Record," upon the theme that the men who put real efforts into hardware operation are still in the business. Those who dropped out probably didn't deserve to be in business anyway, and the survivors are genuine business men, after the depression.

In the evening, reception was held by the officers, followed by a general dance in the ballroom of the Hotel Statler.

Rivers Peterson, Editor of the *Hardware Retailer*, opened the Wednesday session with a talk on "Will the Consumer Pay the Bill?" and spoke later in the day on "Selling, a Profession." He discussed the comparison of operating expenses—the wholesaler-retailer as against the syndicate—described the system of contacts between wholesaler and retailer, and presented charts to show comparative costs of heat, rent, light, etc., for various volumes of gross business.

Open panel discussions of important topics, along the "question box" style, with special interest upon freight rates and discussion of what is selling, was a feature of several

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New York State Dealers Study Causes and Cures of Competition

BLIZZARDS and cold weather failed to cool the enthusiasm of New York State hardware dealers who turned out in large numbers for the four-day convention and exhibition in Syracuse, Feb. 11 to 14. The sessions at the Hotel Syracuse were well attended and the exhibition at the State Armory was one of the best arranged and well managed so far held. Secretary John B. Foley and George Hoy, exhibition manager, both were complimented many times on the 1936 gathering. The apparent eagerness with which members came to the sessions indicated their interest in current problems and in the association's study of them.

President Rockwell C. Boyce, Wellsville, reviewing the year's problems stated that business is very much improved over last year, but that the merchant must go after it more enthusiastically than ever. He gave a brief outline of the sessions to follow, expressing the belief that members would get a great deal of assistance from the discussions.

Harold W. Allen, Clinton, Vice-President, stated that hardware retailers' competitive difficulties are rooted in three main causes: (1) Disadvantages of price at which goods are owned by the wholesaler-retailer system. (2) Costs incurred in moving merchandise through the wholesaler-retailer channel from factory to consumer. (3) Merchandising methods of syndicate competitors. The speaker referred to the adoption of the National Association's Statement of Merchandising Policy, and analyzed the eight declarations separately. Mr. Allen stated that thoughful and consistent adherence to the statement by retailers, suitably supported by wholesalers, would go far toward solving the problem of preferential prices by manufacturers to syndicates.



HAROLD W. ALLEN
New President



JOHN B. FOLEY
Secretary



R. C. BOYCE
Retiring Pres.

Frank M. Campbell, substituting for John M. Williams of Fayette R. Plumb, Inc., Philadelphia, took up the subject "The Manufacturers' Answer" dealing with the question of preferential prices. He explained the purposes of the American Institute of Fair Competition and how it operates, calling it his first answer to the question of what can be done to stop preferential prices. He pointed out that chain stores and catalog houses do not get any better prices than hardware jobbers on their general lines of tools but that they get their differentials when they buy leaders differently; their sales of cheap loss leaders are less than one-fourth of their total sales even in the very lines where they run loss leaders. Mr. Campbell urged hard-

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New York State Retail Hardware Association's Twenty-five Year Club which met during the convention at Syracuse.

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R. H. WESTBROOK
New President



J. V. GUILFOYLE
Managing Director



R. B. ISNER
Retiring President

Southern California Dealers Hold Successful Convention

MORE than a week of downpouring rain was necessary to keep hundreds of retail hardware dealers from attending the Fifteenth Annual Exposition and Convention of the Southern California Retail Hardware Association which was held in the spacious Auditorium of the Ambassador Hotel in Los Angeles, February 11, 12 and 13.

Speakers at the business sessions faced capacity crowds of interested hardware men. Dealers were keenly appreciative of the well balanced group of business experts on the program as proved by their constant attendance, and to J. V. Guilfoyle, managing director of the local association, goes great credit in the careful preparation and successful handling of this convention.

Exactly 104 different manufacturers and jobbers exhibited their wares, the largest number in the history of the association.

The six business sessions which were run on the basis of a business clinic and a sincere effort was made to dig into the causes of unfair competition and to prescribe a proper treatment. Both the registration desk and the reception committee carried out this clinical thought in their dress of white coats, similar to those worn by the medical and nursing professions.

The program was divided into three short afternoon and three evening sessions, all of which were under the leadership of R. B. Isner, Long Beach, association president.

In a discussion of operating costs, C. C. Carter, president of the National Retail Hardware Association, pointed out that the wholesaler-retailer system of distributing hardware spends too little for advertising. A large chart which he exhibited before the convention to make an itemized comparison of operating costs of hardware wholesalers and retailers and those of other distributors showed that the hardware trade spent an average of only 1.16 per cent on sales for advertising as against 4.35 per cent by the department stores.

More Advertising

"It may well be," said Mr. Carter, "that the hardware craft is paying the penalty for its failure to utilize advertising more effectively. Higher selling costs in the form of wages may be a direct consequence. Slower turnover, with the resultant additional expense for insurance, taxes and interest may be another result."

Ability of independent hardware distributors to move goods from factory to consumer at a cost comparing favorably with that of their principal competitors was indicated by using expense figures from a selected group of hardware retailers. Their expense added to those of wholesaling totaled within a fraction of 1 per cent of that of department stores.

In his opening address to the membership, managing director J. V. Guilfoyle said, on the subject of the California Fair Trade Law, "There is something radically wrong in our industry when manufacturers can sell chains, who in turn can merchandise the product at a profit for less than you retailers can buy the same articles. The slogan of our forefathers, 'If it is hardware, we have it' is a sign of obsolescence, and of a deadly slow stock turn. We cannot expect to get price preference just by asking for it, but if we have some law by which prices may be maintained or standardized, we can beat the chain and predatory sources of supply and so regulate this ill. I call your attention to the Patman-Robinson bill now in the U. S. Senate which will allow manufacturers to set retail prices of their products. If this is passed it will mean manufacturers may have standard minimum prices on trademarked merchandise."

Speakers included F. C. Gross, field service aide for the association; State Senator Hon. Chris Jesperson; E. H. McGinnis of the Union Hardware & Metal Co.; George W. Green, board of governors of the N.R.H.A.; B. M. Hiatt, executive, Irwin Auger Bit Co.; J. C. Snell, C.P.A., of Los Angeles; George H. Eberhard of San Francisco; Ralph Feuerborn, Van Nuys, and A. A. Butterworth.

"The practice of large manufacturers putting all overhead on what is sold the retailers and nothing on what is sold the chains is all wrong," declared B. H. Hiatt, in speaking from the viewpoint of the manufacturer. "Large chains," he continued, "like to do business with manufacturers who have at least 75 per cent of their trade with independent retailers, for several reasons, chief of which is the larger basis for allowances and that they can control resale prices. There is very little difference between selling costs to chains and to independents—not over 2½ per cent. Some manufacturers have done an honest job in presenting their open statement of sales policy and are all members of the American Institute of Fair Competition."

"Business is coming back, and are you ready for it?" Sam Worswick asked his audience in the course of his inspiring talk on improved store

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Panhandle Dealers Held Lively Convention



B. B. KENT
Retiring President



W. E. SMITH
New President



C. L. THOMPSON
Secretary-Treas.

WITH the theme of "Cause and Cure of Today's Competition" challenging every man, the 27th annual meet of the Panhandle Hardware and Implement Association at Amarillo, Texas, swung into action on the morning of Feb. 4, and moved with a lively clip through two days of business sessions.

New officers are: President, W. E. Smith, Carlsbad, New Mexico; vice-president, R. F. Douglas, Shamrock, Texas; secretary-treasurer, C. L. Thompson, Canyon, Texas, re-elected. Directors: J. A. Blackwell. Friona, Texas; E. R. Yates, Lamesa, Texas; M. L. Purvines, Panhandle, Texas; W. H. Spaulding, Clovis, New Mexico; P. R. Rosson, Hereford, Texas, and O. C. Watson, Clarendon, Texas.

Resolutions adopted protested the practice of manufacturers and wholesalers selling to non-hardware and implement stores merchandise, not regularly carried in stock, for resale. It was suggested that a permanent committee be appointed by the association to handle such cases. Other resolutions urged retailers to study the principles of the FHA and to use their influence to have the measure continued for at least another year. Seeking loyalty, retailers were asked to buy American binder twine and wholesalers and manufacturers were asked to cooperate by furnishing twine that could be sold at fair profit to all.

In opening the convention, President B. B. Kent challenged the hardware men with his subject, "Today's Competition." Highlights of his address were: "We, with our antiquated methods, are our own worst competitors." "Step outside and look at your store, see it as the customer sees it." "Open your eyes as you come in the front door." "Today's business makes three calls on every dealer. Be modern, use speed, be a good citizen."

T. C. Lively, Pampa, Texas, spoke on "Our Responsibilities." Tying in to the convention theme, Mr. Lively told how the vocational shift of figures from 75 per cent employed in the production field and 25 per cent in service work to a complete reversal of figures has now caused keen competition. Deploring the fact that for so long hardware dealers have considered that they had a "divine right" to sell all the hardware, Mr. Lively urged that they now accept the challenge and responsibility of new methods, new theories of financing, and take the offensive, rather than the defensive, in business methods.

"The Manufacturer's Answer" was brought by Wm. E. Hall, Jr., Fayette R. Plumb, Inc., Philadelphia, who explained the purpose of the American Institute of Fair Competition. Mr. Hall urged retailers to lend their whole-hearted support to the efforts of the institute.

With a copy of the adopted policy in the hands of each man, J. A. Blackwell discussed the N.R.H.A. "Policy for Hardware Dealers," and urged loyalty of the retailer to every phase of the declaration.

Glendon Hackney, N.R.H.A., Indianapolis, made a "Comparison of Operating Costs," urging that hardware men advertise more extensively. Mr. Hackney displayed charts showing that hardware men are spending only 1.16 per cent on sales in advertising, while other stores spend as much as 4.5 per cent.

Discussing "The Future of Hardware Distribution," E. B. Gallaher, treasurer, Clover Mfg. Co., Norwalk, Conn., and editor, *Clover Business Service*, brought out an entirely different phase from that developed by Mr. Hall. In his analysis of the situation Mr. Gallaher said: "Accept the chains. Meet the chains. Sell values. Lump your buying power, as a unit it has power."

As guest speaker of the second day, H. E. Fuqua, Amarillo banker, observed a very marked uptrend in the farmer's purchasing power. "The farmer has the ability to pay, and because of his moneys got from government loans and better crops, the hardware business, sale of implements and building supplies will increase."

F. N. Langham, division manager, Minneapolis-Moline Power Implement Co., Kansas City, was prevented because of illness from attending the convention, but H. K. Nelson, from the same office, read the splendid paper prepared by Mr. Langham on "Observations of 31 Years of Panhandle Progress." Mr. Langham reviews the way up and

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L. W. JENNINGS
Retiring President



E. C. HERMANSON
Secretary



V. E. ANDERSON
New President

Optimism Prevailed at Nebraska Meeting

BATTLING snowdrifts and cold weather, 165 Nebraska hardware merchants and speakers got off to a late start of the 35th annual convention of the Nebraska Retail Hardware Association at the Cornhusker Hotel, Lincoln, Neb., Feb. 4. During the three days of the meeting the members voiced optimism toward the future as they heard plans for revolutionizing merchandising methods and bringing prosperity back to their trade.

The meeting was opened by President L. W. Jennings, McCook. An invocation was offered by Rev. Walter Aiken and a welcome was given the delegates by T. B. Strain, president of the Lincoln Chamber of Commerce.

Prosperity Ahead

During the first day's session plans for the coming year were presented by Edward C. Hermanson, new secretary-treasurer of the association. He declared that big things are in store for the association during the next year, and with the cooperation of the members he expects to increase the membership and introduce new merchandising methods to the merchants of the State.

Outstanding on the opening day's program was the talk by H. M. Swain, vice-president, Irwin Auger Bit Co., Wilmington, Ohio, on "Preferential Discounts, Rebates and Advertising Allowances." He substituted for B. M. Hiatt of the same firm, who was unable to attend.

Twenty-Five Year Club

A new organization within the association was formed which is to be known as the 25-Year Club. This consists of hardware merchants who have had 25 years continuous membership in the association. The delegates voted to officially recognize this group hereafter. There are approximately 60 merchants eligible to membership. Certificates of honor were presented to those who were present.

The second day's program was featured by Irwin Douglas, N.R.H.A. headquarters, Indianapolis, who spoke on "A Comparison of Operating Expenses," and E. B. Gallaher, Clover Manufacturing Company, "The Future of Hardware Distribution."

Competition

Both of the speakers mentioned the great competition retail merchants are facing in the form of chain stores. They told how independent retailers can meet such competition by organizing voluntary chains of their own with a jobber as the directing force.

Carl Junge, advertising manager, H. P. Lau Company, Lincoln, a grocery jobbing concern which operates the Black Bird Stores in Nebraska, was the main speaker the third day. He explained the system by which this voluntary chain operates and advised the hardware men that their only hope against the chains was such a setup. The meeting was closed with a showing of the picture, "The Eyes Have It," by a representative of the Pittsburgh Plate Glass Co.

New officers elected at the meeting are: Victor Anderson, Havelock, president; L. E. Nelson, Omaha, vice-president; Carl Kollmeyer, Fremont, 2nd vice-president. Henry Spalding, Chaldron, and Clarence Zulauf, Wilcox, were elected to the Board of Directors for two years.

At a meeting of the Nebraska Hardware Mutual Insurance Co. on the afternoon of February 5, M. O. Trester was reelected president; F. W. Arndt, vice-president, and George H. Dietz, secretary-treasurer. M. E. Kerl, West Point; Fred Pelz, Holdrege, and C. C. Johnson, Omaha, were reelected to the Board of Directors for three years.

The afternoons of the meeting days were given over to the exhibit which was staged in the Herpolsheimer Bldg., where 53 exhibitors showed their wares.

Entertainment of the convention was varied. The ladies were entertained at a tea and bridge at the Cornhusker Hotel the afternoon of February 4. A luncheon was held for the ladies on February 5. A theater party was held the evening of February 4.

The Lincoln Chamber of Commerce held a funfest for all members, ladies and guests the evening of February 5 at the Cornhusker. Early the morning of February 6 all delegates met for breakfast, and Thursday evening members, their wives, exhibitors, employees and guests enjoyed the moving pictures of the Nebraska University football team in action at the Rose Bowl game. These pictures were taken and shown by Ed Weir, former All-American and now assistant coach of football of the University of Nebraska.

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California Dealers Report Improved Business Conditions

OPTIMISM was the keynote of the 35th annual convention of the California Retail Hardware Association, which ended here Wednesday afternoon, February 5, after a three-days' session at the Casa del Rey hotel in Santa Cruz. Delegates from all parts of the State told of improved business conditions in their own localities, and several of the prominent speakers made this point one of their main topics.

About 250 delegates attended the three-day conclave, the first to be held at Santa Cruz, and were so impressed with the weather conditions and the friendly attitude taken by the residents of the seashore city that they resolved to come back in the near future, although they named San Francisco as their 1937 meeting place.

One of the big factors for the showing of optimism was the well-delivered speech by George Eberhard, San Francisco, manufacturers' representative for several hardware lines, president of the large San Francisco wholesale firm bearing his name. Mr. Eberhard was the principal speaker Tuesday afternoon and he thoroughly discussed hardware from one end to the other, mixing in politics of national importance and business in general. Some of the things the speaker predicted was that the nation is starting in the greatest prosperity it has ever known, and California will be in the center of it. He said the nation's debt when talked about in millions of dollars was nothing compared with the wealth of the country when its resources were concerned.

Other important speakers at the convention were Samuel Leask, Jr., Santa Cruz, a member of the California Unemployment Reserve Commission, a branch of the Social Security Act. Mr. Leask, is an outstanding authority on taxes and other related subjects. He outlined the State law pertaining to the Social Security Act; told of the privileges and regulations of the commission and the most practical methods of applying the act to the various businesses. Following his talk, he answered many questions put to him by his listeners, who were uninformed on some of the regulations of the commission.



A. W. MacKILLOP
Retiring President



H. M. WEEKS
New President



LeROY SMITH
Secretary

Earlier in the morning session C. C. Carter, Carthage, Mo., president N.R.H.A., gave a talk on operating costs. He compared the overhead of retail hardware stores with that of variety and chain stores. He used charts to illustrate his talk. He found that the chain stores' biggest overhead item is advertising and rentals; the variety stores' biggest overhead is rentals, with advertising coming second, and the independent's biggest overhead is salaries, which are bigger than either the two previous types of stores. He believes the independents would go further if they would advertise their wares more.

Ben F. Halliday, San Francisco, sales manager, Dunham, Carrigan and Hayden Co., wholesale hardware, told of the difference in quality of the stock handled by chain organizations and independent distributors. He treated some wire fence with a powerful acid to substantiate his talk, using a piece of fence purchased at a chain store and a piece of independent wire fence. The chain store wire was dissolved after three minutes in the acid, while the independent's wire lasted seven minutes, to bolster the speaker's contention.

Albert L. Walters, manager of the Home Owned Businesses of California, told the group about the purposes of the organization, pointing to the gain in membership to show how popular the organization has become.

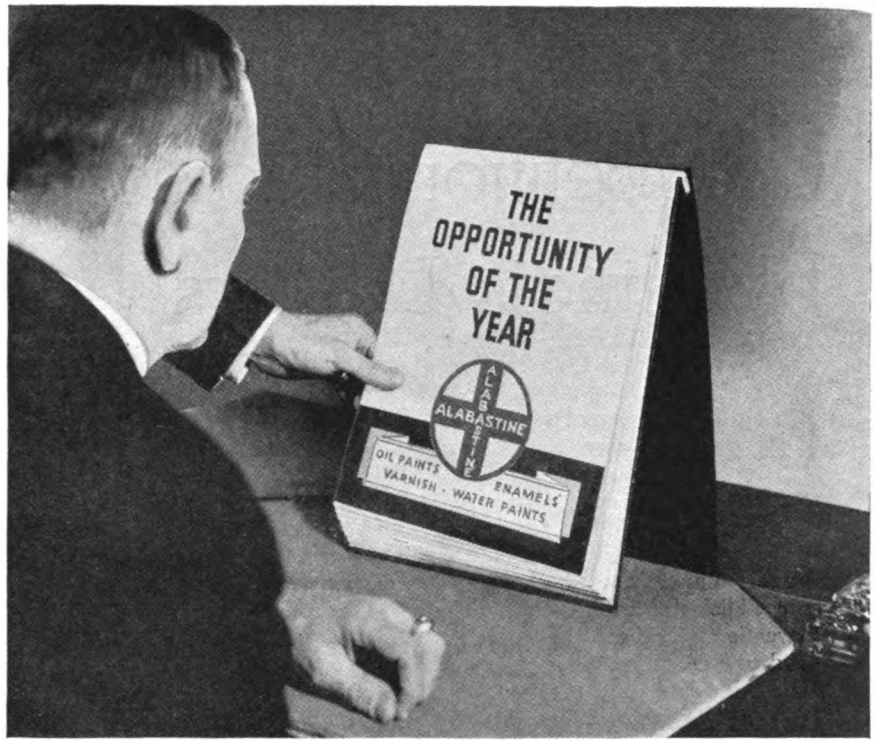
In connection with his talk on Home Owned Businesses, Mr. Walters said there are 59 California communities with active locals, 5891 retail members, 179 wholesale members and 2387 salesmen carrying their cards.

Other speakers talking during the three-day conclave were: M. C. Gebert, manager, hardware department, Turner Hardware & Implement Co., Stockton, Calif., who talked on "Making Your Store More Attractive." E. F. Seagrave, manager, central division, The Paraffine Companies, Inc., San Francisco, who spoke on organizing a department for creative selling.

Officers elected for the coming year were: H. M. Weeks, Sebastopol, president; Fred L. Parker.

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MAY WE SHOW YOU THE OPPORTUNITY of the YEAR

for a Real Money Making Paint Department?

The heart of ALABASTINE'S OPPORTUNITY of the YEAR is an AGGRESSIVE, LOCALIZED advertising and merchandising program. This program is GUARANTEED to earn BIG MONEY for qualifying dealers on ALABASTINE'S new, complete, and DEFINITELY SUPERIOR line of oil paints, enamels, varnish, water paints, matched brushes, and accessory decorative products.

The OPPORTUNITY is for INDEPENDENT merchants EXCLUSIVELY. It supplies them with the WEAPONS THEY NEED IN THEIR OWN COMMUNITY to MEET and BEAT the competition of national chains, factory branches and mail order houses. It is OPEN to ONLY ONE independent merchant in EACH trading area.

The coupon will bring YOU details.

ALABASTINE COMPANY GRAND RAPIDS MICHIGAN

ALABASTINE

A COMPLETE LINE OF WATER PAINTS OIL PAINTS, ENAMELS AND VARNISH

If you are interested in an OPPORTUNITY to make your paint department the MOST PROFITABLE in YEARS, we invite you to fill in and mail this coupon.

THE ALABASTINE COMPANY,
836 Chicago Drive,
Grand Rapids, Michigan.

I am interested in knowing more about your OPPORTUNITY of the YEAR. You may supply me with particulars.

STORE NAME_____

ADDRESS_____

CITY_____ STATE_____

SIGNATURE_____ TITLE_____

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Competition Studied by Illinois Dealers

CURES for competition in the retail hardware business do not involve prices to the extent that they involve planned merchandising activities, and larger and better utilized advertising space. That fact was definitely established at the 39th annual convention of the Illinois Retail Hardware Association meeting at the State Armory in Peoria on Feb. 4, 5 and 6, when 700 registered dealers, exhibitors and guests held a successful convention in spite of severe cold and snow-blocked highways.

The convention pondered over the matter of competition and concluded that the solution lies in old-fashioned hours and hard work. Dealers agreed that inasmuch as methods of competition are known, the methods can be applied in a large measure by retail stores. They further concluded that the ultimate solution rests with closer cooperation between wholesalers and retailers and the carrying out of modern merchandising methods.

Maurice L. Campbell, Benton, succeeded Harry O. Ryan, New Holland, as president of the association, and other officers chosen were W. H. Althoff, West McHenry, vice-president; C. G. Soedler, Peru; Phil Soukup, Jr., Elmhurst; and Carl Merkel, Quincy, directors. Mr. Ryan became chairman of the advisory board, including Paul W. Freeman, Urbana, and Herbert W. Giessing, East St. Louis. G. R. Swank, Galva, retired from that body, and C. G. Gilbert, Chicago, was retained as managing director.

Borrowing from his experience as an independent dealer and buyer, Veach C. Redd, Cythiana, Ky., past president of the Kentucky Retail Hardware Association, advocated the concentration of purchases with one supplier, and group buying where surrounding circumstances are favorable. He advanced still other pertinent suggestions for a successful business centering around the prompt payment of bills, a knowledge of merchandise and community, and the control of buying so as to spread it over the greatest number of items in demand.

A four-point merchandising program was offered by Paul B. Sweger, Lima, Ohio, president of the Ohio Hardware Association and general manager of the Jones Hardware Co. It consisted of: the placement of as much business as possible with one supply house; the right kind of merchandise at the time the customers want it and at prices they want to pay; use of advertising and other aides for selling; and rearrangement of stores so as to induce sales. Mr. Sweger believes hardware men spend too much time in buying and not enough time in selling, and told Illinois dealers their greatest enemy is not price competition of syndicate stores, but their unwillingness to change old methods and a distaste of real old-fashioned hours and hard work.

Comparing the cost of doing business between retailers and syndicates, Mr. Campbell, newly elected president, reiterated the view that by proper management the independent retailer can lessen the existing differential. His views were substantiated by Rivers Peterson, editor *Hardware Retailer*, Indianapolis.

Evidence that hardware men "are on their toes" was presented the convention by Mrs. Dorothy Kewley, Springfield housewife, who made a survey for the Illinois association in 1935. She found an increase of 247 per cent in sales per call on a shopping tour of nine stores in which she spent more money than she did in 46 stores in three years ago. Mrs. Kewley convinced dealers that women like to buy in hardware stores when clerks are friendly, courteous and enthusiastic about the merchandise they have to sell.

Among other speakers appearing before the convention were: Paul Crissey, Chicago, sales manager A. J. Katsinger & Co.; C. F. Emerson, also of Chicago, assistant to the president, Illinois Grocery Association; and State Representative LeRoy Green, Rockford, who discussed social security legislation.

Taking up business matters during the closing session, the association, by resolution, commended those jobbers who have recognized the situation in which retailers are placed by the underbuying privileges of their major competitors, and who are making consistent effort to furnish their customers with comparable goods at comparable prices and otherwise assist in solution of competitive problems.

The association went on record demanding curtailment of governmental expenditures and operating costs, registered opposition to price-filing, whether in connection with trade practice conferences under supervision of the Federal Trade Commission, or otherwise, and ex-

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HARRY O. RYAN
Retiring President



MAURICE CAMPBELL
New President



C. G. GILBERT
Managing Director

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TWO PROFITS INSTEAD OF ONE

Sell the Screw Driver—Sell the Pail

And the Pail is FREE

A profitable selection of fast selling screw drivers, furnished in a pail, FREE TO YOU, that will retail at 30¢.



The Retail Value $7.50
(including Pail)
Dealer's Cost - - 4.80
YOUR PROFIT - - $2.70

No. 400 Assortment
To Retail at 10 cts. Each

Six doz. assorted—Four doz. Mechanic's type 3-4-6" blades, hardwood handles in natural and red lacquer. Two doz. Electrician's type 2½-4-6" blades, insulated handles.

Order Through Your Jobber

The **BRIDGEPORT HARDWARE MFG. CORP.**
Bridgeport **Conn.**

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North Dakota Dealers Want Anti-Discrimination Legislation



A. F. HOFF
New President



OSCAR S. HILMEN
Retiring President



LOUISE J. THOMPSON
Secretary

EXPRESSING strong support of legislation designed to eliminate discriminations against independent trade and commending jobbers for their cooperation in lowering prices enabling the independent dealer to meet competition, as potential attributes to the "Causes and Cures of Today's Competition," the fortieth annual convention of the North Dakota Retail Hardware Association was held at Devils Lake, Feb. 4 to 6. Despite sub-zero temperatures and blocked roads, more than 150 delegates assembled for the convention in an air of enthusiasm.

Opposition to the steady rise of local, State and Federal taxation was strongly voiced by the delegates, demanding that the cost of governmental activities be kept within the means of the people to pay "as a protection against the heavy tax burdens which will otherwise flow to future generations." Positive opposition was also expressed to the passage of the Walsh Government Contract bill, the O'Mahoney Licensing bill and the Black bill for a thirty-hour week. In the same vein, they endorsed the American Institute of Fair Competition and called on the National Association to also endorse its principles and policies.

Two speakers touched highly upon the convention theme, "Causes and Cures of Today's Competition," with Ralph W. Carney, sales manager, Coleman Lamp and Stove Co., Wichita, Kan., leading off the attack on the evening of the first day's session. His address, "Welding the Weakest Link," was heard by a public gathering, spotted mostly by salespeople of Devils Lake stores.

Mr. Carney declared that "The most neglected, the least emphasized, the least appreciated of all kinds and classes of salesmanship, is that of retail salesmanship."

Representing the National Association, Hobart M. Thomas, N.R.H.A. director, Creston, Iowa, in a discussion of operating costs, pointed out that the wholesaler-retailer system of distributing hardware spends too little for advertising. Exhibiting a chart to make an itemized comparison of operating costs of hardware wholesalers and retailers and those of other distributors, Mr. Thomas showed that the hardware trade spent an average of only 1.16 per cent on sales for advertising, as against 4.35 per cent by department stores. He declared the hardware trade is paying a real penalty for its failure to utilize advertising more effectively.

A banquet was held in the Great Northern Hotel on Feb. 5, at which 240 delegates and their guests were present, while on Thursday night the delegates were entertained at a dance in the Elks ballroom.

Discussion

A discussion by dealers on their own problems was conducted by Howard Connolly, Devils Lake, past president, in which advertising, selling and other phases of the retail industry were introduced.

Work of the association was outlined to the delegates by Oscar S. Hilmen, president, who stressed the strength of the membership and its prestige in helping the retailers to solve their problems.

Harry Olson, Traverse City, Mich., representative of the Acmeline Manufacturing Co., speaking for John L. Novak, secretary and general manager of that firm, who was unable to be present, outlined the Patman bill, reciting the magnitude of the discriminations against the independent merchant and the consequent effect upon the country's economic structure.

Secretary Thompson, speaking on the first day's program, emphasized effective and cooperative sales policies, reviewing the various methods of independent merchants following a survey of stores in North Dakota.

"Sell on performance of the article you are selling," was the keynote of the address by B. B. Turner, sales promotion manager, Globe American Corp., Kokomo, Ind., who spoke on "Inside Facts."

"Hardware Mutual Insurance" discussed by W. E. LaPlante, United Hardware and Implement Mutuals, Grand Forks, N. D., told of how mutual insurance premiums paid would keep the money in North Dakota, indirectly coming back into the pockets of the policyholders.

James B. Dargavel, manager, Shenandoah Pharmacy, Minneapolis, speaking on "What Others Are Doing" deplored the practices of cut rate institutions and described rem-

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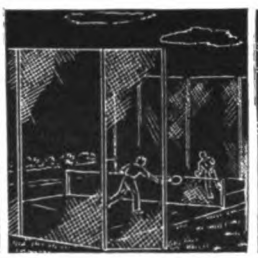
LAWN FENCES



CELLAR WINDOWS



SCREEN DOORS



TENNIS COURTS



TRELLISES



POULTRY YARDS

LOOK FOR THIS TAG ON THE BALE!



HOW IT IS MADE

Gray-Diamond Welded Fabric is made from Copper Alloy Open Hearth Steel Wire . . . a special alloy which due to its copper content provides rust-resisting tendencies. **Furnished hot galvanized or green painted.**



Features of Gray-Diamond Welded Fabric

After two years of research and experimentation Wickwire Brothers have developed this new fabric for our many users of Wire products. By our special process of welding, this fabric becomes much stiffer and stronger than twisted netting or woven wire cloth. Each mesh is uniform and firm. No slipping or sagging . . . will withstand terrific strains, knocks and hard usage.

GRAY-DIAMOND WELDED FABRIC HAS MANY USES

It is much more attractive than twisted or woven meshes. It has greater strength than other types of fabric. Some ideal uses are:

- TRELLISES
- REINFORCEMENT for CELLAR WINDOWS and SCREEN DOORS
- ORNAMENTAL ENCLOSURES for TENNIS COURTS
- KENNELS
- LOCKER FRONTS
- POULTRY YARDS
- FLOORING in CHICKEN COOPS
- DOG KENNELS
- FLOWER BED GUARDS
- MACHINERY and BELT GUARDS
- REINFORCEMENT of CEMENT FLOORING and STUCCO WALLS

FURNISHED IN THE FOLLOWING SIZES AND WEIGHTS

HEAVY 150 lineal feet bales; 2 feet, 3 feet or 4 feet wide. 18 gauge wire 1 inch mesh. LIGHT 150 lineal feet bales, 2 feet, 3 feet and 4 feet wide. 20 gauge wire, 1 inch mesh. Furnished also in 2 inch mesh same widths—18 gauge.

WICKWIRE BROTHERS

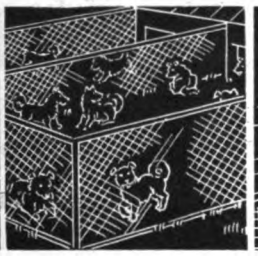
MILLS AND OFFICES

CORTLAND, N. Y.

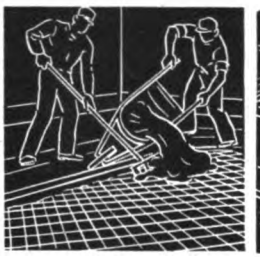
LOCKER FRONTS



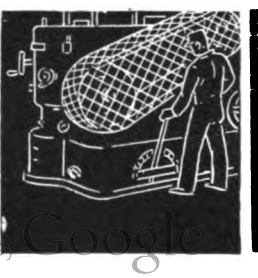
DOG KENNELS



CEMENT AND STUCCO REINFORCEMENTS



SAFETY GUARDS



FLOWER GUARDS



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Four Hundred Attended Wisconsin Meeting

DESPITE a severe snowstorm the night preceding the opening session, followed by sub-zero weather which blockaded highways and crippled train service, more than 1400 hardware men gathered at the Milwaukee Auditorium, Milwaukee, Feb. 4, 5, 6 and 7, for the 40th anniversary convention of the Wisconsin Retail Hardware Association. The keynote of the convention, "Causes and Cures of Today's Competition," lent itself to spirited business sessions well worth the time of those who were able to attend.

The opening address of President Hugo Trilling, Sheboygan, presented a review of the work accomplished by the association during 1935 and reported a membership increase of 136. Business prospects for 1936 were indicated as being favorable with Wisconsin hardware dealers' sales in 1935, showing an increase of 18 per cent over the previous year.

Information developed by the committee of which he was a member to investigate the activities of the American Retail Federation and the trade practices of chain organizations was outlined by Congressman Gerald J. Boileau, Wausau, Wis., in his address on "Manufacturers' Discounts, Rebates and Allowances." As a solution to this unequal competition, Congressman Boileau recommended amending present laws so as to protect the independents' business. In closing, Congressman Boileau warned against the possible passage of a transactional sales tax as a means of raising money to meet some kind of old-age pension legislation.

E. W. Peterson, Florence, Wis., extended greetings from the national association and assisted H. A. Lewis, executive secretary of the Wisconsin association, in presenting some 60 certificates of membership in the organization's 25-Year Club, which has approximately 250 members.

Mr. Lewis, as the next speaker, discussed "A Policy for Hardware Retailers," and read the merchandising principles promulgated by the board of governors of the N.R.H.A.

The answer to preferential prices granted to chain organizations and mail order houses is the American Institute of Fair Competition, Joseph H. Plumb, Fayette R. Plumb, Inc., Philadelphia, Pa., declared in his talk on "The Manufacturers' Answer," outlining the history and purpose of this organization.

As the closing speaker on the Wednesday morning program, D. W. Northrup, Henry G. Thompson Sons, New Haven Conn., advocated that manufacturers publish sales policies as a means of eliminating secrecy in business practices. At the same time, he pointed out that any published sales policy not backed by a contract to protect it is worthless.

At the special Wednesday evening session, Carl V. Haecker, retail display manager, Montgomery Ward & Co., Chicago, in his address on "Bringing the Customer to the Merchandise," described various modern methods of display designed to effectively entice the customer into one's store.

The history of the consumer cooperative movement in Europe and its growth in the United States through governmental agencies as well as churches and schools were outlined by J. A. Fitschen, general manager, Wisconsin Hardware Co., dealer-owned wholesaler, Madison, Wis., whose talk was entitled, "New Legislation—Will It Put Retailers Out of Business?" Mr. Fitschen, who has made a study of this subject for the past seven years, presented all sides of the question in a manner permitting his listeners to draw their own conclusions as to the desirability of such a system, which he indicated, if it becomes operative, will change the entire economic setup of this nation.

Opening the Thursday morning program, H. P. Sheets, managing director-editor, N.R.H.A., Indianapolis, in his address on "A Comparison of Operating Costs," pointed out that the typical hardware store is primarily dependent upon the wholesaler-retailer system of operation. He recommended that the independent hardware dealer give special attention to operating costs, and declared he believed the chain and department stores make their payroll dollars work more effec-

(Continued on page 94)



HUGO TRILLING
Retiring President



THEO. SUENNEN
New President



H. A. LEWIS
Secretary

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Master's "Double Your Money" Special

№448

AN actual $1.52 saving to you — more than 25% cost reduction for a limited time only, compared to what these fast selling Master Padlocks and Safety Hasps would cost if purchased separately! You get one dozen Master No. 500 Junior Padlocks and one dozen Master No. 704 Safety Hasps for only $4.48 instead of $6.00. You double-your-money . . . order today!



Retail Value $9.00

(1 DOZ. № 500 *Padlocks* & 1 DOZ. № 704 *Safety Hasps*)

Limited Time Only **Your Cost $4.48**

"Double Your Money" **Profit Marqin $4.52**

No. 500 Junior

Sales champion in the 50c class! 1¾" LAMINATED steel case — double spring security — high carbon steel shackle — two keys—30 key changes—cadmium rust-proofed.

No. 704 Safety Hasp

When closed, all cadmium plated screws are covered—safe! Length 4½"—heavy one-piece steel staple — oversize strong design—BRASS hinge-pin — cadmium rust-proofed. Retails for 25c ea.

order Now from your **Jobber**

Master Lock Co. Milwaukee., U.S.A.

"World's Largest Exclusive Padlock Manufacturers"

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Texas Wholesalers Discuss Preferential Prices

THE subject of Manufacturers Discounts, Rebates and Allowances, was the theme of the Semi-Annual Meeting held by the Texas Wholesale Hardware Association at the Adolphus Hotel in Dallas on the afternoon of Jan. 21. The meeting was held in conjunction with the three-day convention of the Texas Hardware & Implement Association, and gave the jobbers the opportunity to fraternize with the retail dealers and to view the large number of lines of merchandise on display. Members of the Texas Hardware Boosters Club were invited guests at the Open Session and their organization was well represented.

The first speaker, W. E. Hall, Texas representative, Fayette R. Plumb, Inc., Philadelphia, Pa., addressed the meeting on the subject: "The American Institute of Fair Competition," outlining the origin and purpose of the Institute, which has as its members, some of the largest and most reputable manufacturers in the United States. Mr. Hall stated that the Institute was organized in response to a growing demand on the part of the trade for some method whereby the manufacturers could not only publicly state their sales policy, but could guarantee its effective performance.

D. W. Northup, president, Henry G. Thompson & Son Co., New Haven, Conn., addressed the meeting on the subject: "Manufacturers' Discounts, Rebates and Allowances," and after discussing various phases of this problem, Mr. Northup advocated that those in the trade who would like to determine a manufacturer's true sales policy should examine it for answers to the following questions:

1. "Do you publish an extreme discount below which you do not sell to any distributor or jobber or in any other channel of distribution?

2. "When you change prices to one distributor or jobber or in any channel of distribution, do you immediately give prices and terms equally as favorable to all distributors and jobbers?

3. "Do you give more favorable prices and terms than your published extreme prices for distribution and jobbers in any form including the following: (A) Rebates, (B) Special Discounts, (C) Protection Against Price Decline, (D) Consigned Stocks, (E) Advertising Allowances, (F) Packing Allowances, (G) Carting Allowances, (H) Special Freight Allowances.

4. "If you sell to distributors and jobbers at prices based on quantity purchases, do you offer all distributors and jobbers the same quantity, prices and terms?

5. "Do you sell the mail order house and chain store at prices and terms more favorable for the same article than you do the retailer?

6. "Do you sell private brands or unbranded goods at prices lower than the same article manufactured by you under your factory brand?

7. "Do you offer to all distributors and jobbers in all channels of distribution any special grade, quality, design or type or articles you manufacture at the same prices and terms?

Fair Competition Label

"If the manufacturer's answers to the foregoing questions are acceptable to you, you should then insist upon securing the protection of the American Institute of Fair Competition through its label, guaranteeing the performance of the manufacturer's published sales policy."

In closing his address, Mr. Northup said in part:

"While as an association you cannot collectively decide to buy from some manufacturer and not buy from other manufacturers, you can as individuals decide to buy from whomever you like. The way to make your decision the most effective is for you to advise your wholesaler that you will only buy in the future those lines of merchandise produced by manufacturers who give you a legal contract for your protection. Your wholesaler wants to supply you with the merchandise you desire, so the demand for protected merchandise must come from you. I, therefore, urge your support to the American Institute of Fair Competition, and that you buy, wherever possible, only from manufacturers who definitely protect your interest with a contract guaranteeing the faithful performance of their sales policy."

W. C. Coleman, president, Coleman Lamp & Stove Co., Wichita, Kan., in his address, stated that the sales policy of his concern closely approached the principles promulgated by the American Institute of Fair Competition, and that the Coleman policy was generally known by the trade.

R. B. Estes, representative, Federal Housing Administration, Dallas, talked on the benefits to be derived by the hardware industry from the Federal Housing Act.

R. L. Thornton, president, Mercantile National Bank, Dallas, made an inspirational talk on the subject: "The Future Outlook for Texas and the Southwest."

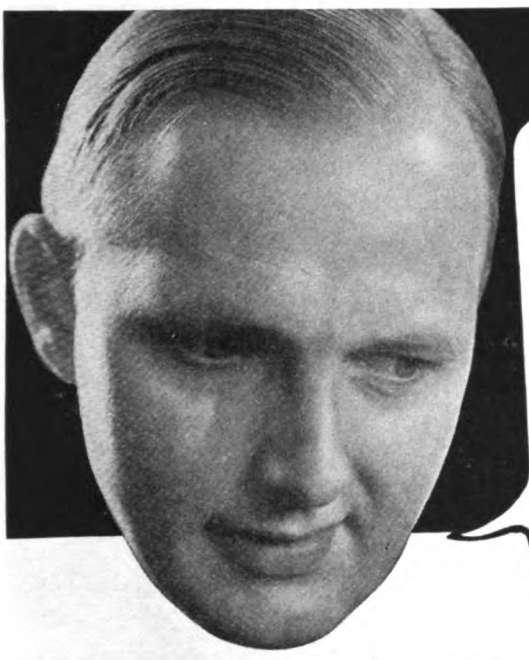
During the executive session, Edwin W. Flato, Corpus Christi; C. J. Groos, Austin, and C. S. Roberts, Sherman, were appointed as a Nominations Committee to be heard from at the next annual convention.

The Executive Committee reported its selection of Galveston as the convention city, with headquarters at the Buccaneer Hotel, for the annual meeting to be held on June 19 and 20, 1936.

On Monday evening, preceding the meeting, the association's membership was entertained with a stag dinner in the Palm Room of the

(*Continued on page* 100)

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"HOW MANY REFRIGERATOR LINES DO YOU HANDLE?"

"Take a tip from one who knows: Any refrigerator manufacturer can offer discounts—but none can guarantee net profit. I used to handle two lines of refrigerators and pushed the one that gave me the longest discount—and what a headache! Service expense cut into my profit, slow turnover ate up the rest, customers complained, and I lost *all around."*

The New 1936 GENERAL ELECTRIC Refrigerators are now ready for display . . .

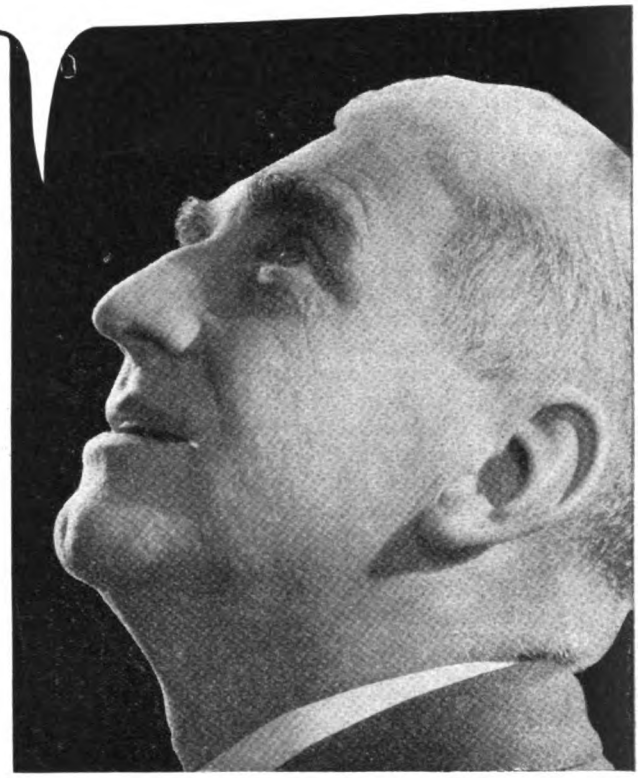
New Cabinet Styling . . . New Convenience Features . . . New Low Operating Cost. A *complete* line—Monitor Top, Flatop and Liftop models—any size, any style, any price! With General Electrics you only need the *one line* for a complete display and complete price range. And, instead of the usual 6 or 7 stock turns, G-E Refrigerator dealers average 12 stock turns a year.

The G-E sealed-in-steel mechanism—long famous for its dependable, trouble-free performance at low cost—now gives "double the cold" with 40% less current.

General Electric Company, Appliance and Merchandise Dept., Section HA2, Nela Park, Cleveland, Ohio.



"ONLY GENERAL ELECTRIC . . . and I average 12 stock turns a year."



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North Coast Dealers Anticipate Prosperity Era

REFLECTING notes of optimism and confidence that 1936 will presage a year of "better times" in the hardware industry, an enthusiastic gathering of delegates to the annual convention of the North Coast Hardware and Implement Association held at the Olympic Hotel in Seattle, Jan. 30 and 31, cheered a "new era" of business prosperity.

A. R. Quackenbush, Eugene, Ore., was named president of the association for the ensuing term. Mr. Quackenbush succeeds C. G. Jennings, Tacoma, Wash., who rounded out two years of service as head of the association. Portland, Ore., was selected as the site of the 1937 conclave.

Speakers radiated assurance in the steady climb of retailers to higher ground, while this affiance was echoed noticeably in the tone and spirit of delegates. Retailers were told to heed the new "upswing" in business and gird for the coming "prosperity" period anticipated by the expected outpouring of bonus money through trade channels. Keynoters struck sharply at pessimism and urged "faith" in the future. Stronger association contacts, common-level understanding between wholesalers, jobbers and retailers with the supporting theory that hardwaremen should "use some of their own paint on their own buildings," were convention highlights.

During the two-day meet, sessions were spotted with a variety of timely and interesting talks by speakers whose subjects ranged the full gamut of hardware problems and activity. There were, for example, constructively helpful discussions on "Thoughts on Distribution," by Nathan Eckstein, Schwabacher Bros., Seattle, Wash.; "Review of Credit Information," by W. J. Huntley, Retail Service Bureau, Seattle, Wash.; "Profit Planning," by A. W. Russell, Charles H. Hadley Co., Seattle, Wash.; "Policy for Retailers," by Ray Cavanaugh, Auburn, Wash.; the "Social Security Act," by Walter F. Meier, Seattle civic leader, and "The Manufacturers' Answer," by H. M. Hiatt, vice-president, Irwin Auger Bit Co., Wilmington, Ohio.



A. R. QUACKENBUSH
New President



C. G. JENNINGS
Retiring President

What Retailers Are Doing

Discussing "What Retailers Are Doing," N.R.H.A. President C. C. Carter, Carthage, Mo., told delegates that hardware dealers may expect closer cooperation from wholesalers who are devising means of counteracting syndicate store inroads with application of progressive advertising, merchandising and business management methods. On syndicate store competition, President Carter said that retailers have only themselves to blame, and he urged that goods be displayed attractively and sold with dispatch. In a final parting dart at cut-rate dealers, Mr. Carter warned, "You have let the chiseling element in to cut prices. It is up to you retailers to determine why your business is slipping and effect an immediate remedy."

Friendly cooperation by hardwaremen with their wholesalers and jobbers was stressed by several speakers. A. H. Heath, Hunt & Mottet, Tacoma, Wash., reminded delegates to "put management behind resources."

"Get your stores in shape, replenish your stocks and prepare for the splurge of bonus cash which will be circulated through trade markets in June," advised Dr. W. J. Hindley, secretary, Retail Grocers of Washington, Seattle. He declared that veterans will spend upwards of two billion dollars and a fair slice of this huge sum will be expended for hardware and implements.

Dr. Hindley's spirited address on "Sales Promotion by Syndicates" was a convention high-mark. The national tendency of business is toward syndicalism of goods, merchandise and produce. Delegates were admonished to put a "stop light" on the growing expansion of syndicalism within the industry. Individual attention to customers, injection of personality, common-sense judgment, pushing necessary legislation and a live-wire association—fired with a personal interest in each retailer—is needed to combat the wedge of syndicalism, he declared.

Eagle Freshwater, advertising manager, *Seattle Post-Intelligencer*, placed himself in the role of adviser and instructed cryptically, "Use some of your own paint on your buildings . . . be good storekeepers, keep your store up in appearance, style, cleanliness and

(*Continued on page* 100)

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New Package— NEW 25¢ PRICE

. . . Bigger Business Ahead!

Here's welcome news!

Dic-A-Doo Paint Cleaner—fastest selling item in its field—now in a new dress and at a new price that *everyone agrees* makes it better than ever!

Attractive package telling of new uses. 1 lb. for the *natural* price of 25c. instead of 1¼ lb. at the sales-resisting price of 30c!

And National Advertising now in both *Spring* and *Fall.*

Brings women to your store. Carries a long profit. Delights customers. *Be ready with ample stock and give it prominent window and store display*—IT WILL PAY. Ask your jobber.

DIC-A-DOO Paint Brush Bath

Keeps brushes new. Restores old "hard" brushes. Quick 5c seller; now also in large 10c size.

2 doz. packages in self-selling display container.

PATENT CEREALS CO.
Dept. H-20 Geneva, N.Y.

SPECIAL Assortment Case No. 3

Introductory assortment at a special price.
Allows you *over* 50% *mark-up!*

18—1 lb. pkgs. Dic-A-Doo Cleaner at $2.10 doz. . $3.15
2 Display Containers Dic-A-Doo Paint Brush Bath—4 doz. 5c packages, at 40c doz. . . 1.60

Regular Cost . . . $4.75

Supply of FREE 1 oz. Sample Cleaners, Circulars and Display Card. • All in one convenient shipping case.

SPECIAL

For the Case **$4.56**

Retail Value **$6.90**

Profit to You **$2.34**

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Iowa Retailers Discuss Today's Competition



H. E. VIETH
Retiring President



J. A. VAN NESS
New President



PHILIP R. JACOBSON
Secretary-Treas.

"CAUSES and Cures of Today's Competition" was the theme covered exhaustively by speakers at the 38th annual convention of the Iowa Retail Hardware Association, held in Des Moines, Feb. 11-14, at the Savery Hotel; the exhibit held in conjunction, consisting of products from 35 states and displayed by 170 exhibitors, was in the Coliseum.

The convention adopted a resolution voicing continued opposition to the Iowa Retail sales tax and urging repeal of that measure. It was pointed out that the sales tax was just another tax and that the promised replacement feature was not realized.

Other resolutions praised the Iowa chain store tax law, asked for a halt in governmental expenditures, opposed the practice of some wholesalers in opening retail outlets and praised efforts in Congress to legislate against alleged discrimination against independent retailers.

Due to a blizzard that blocked the highways, the Tuesday morning part of the program was held over for Wednesday morning.

The total registration on the second day included about 600 hardware dealers or their representatives, a good attendance considering climatic conditions.

The meeting began Wednesday morning with a complimentary breakfast for members and exhibitors given by the Iowa Hardware Mutual Insurance Co., Mason City.

President Harry E. Vieth, Oakland, gave a brief history of the association from its founding in Pottawattamie County in 1898 by his father, A. C. Vieth, the first treasurer of the association, and P. C. DeVol and H. A. Cole of Council Bluffs. The association now numbers over 1000 members.

D. W. Northup of Henry G. Thompson & Son Co., New Haven, Conn., followed with a talk on the manufacturers' problems. "By a Manufacturer Who Knows!" was his subject.

The next speaker, A. C. Krammeier, Mason City, field service manager for the Iowa Retail Hardware Association, discussed sales promotion. He used charts to show seasonal trends in selling and how accurate records kept by the dealer each year would indicate these peak items and be an aid in promoting selling and in buying stock. Other selling suggestions were: Best sellers' list for every month of the year; attractive window displays for advertised items; suggestive selling; clean compartments; quality merchandise and a check list every month showing new, older and oldest stock was suggested as an aid in stock reduction sales. A three-check inventory was advanced as the best plan to get an accurate listing of stock.

"A Policy for Hardware Retailers" was the topic of an address by Philip R. Jacobson, Mason City, association secretary.

The final speaker on Wednesday's program was H. A. Church, Elkhart, Ind., of Lux-Visel, Inc. "The Destructive Effect of Two Times Prime Cost of Distribution" was his subject, illustrated with charts to show how a two times prime cost of direct buying system will force down the national income and increase unemployment. He gave Department of Commerce figures showing prime producers and non-prime producers and also figures to prove that in order to make a profit the retail price must be three times the basic cost. He gave an illustration to show how a chain store or large buyer could, by direct buying, sell at a figure less than the retailer could purchase the goods. However, he struck an optimistic note and predicted a peak boom by 1938.

One hundred and seventy association members were eligible to membership in a 25-year club that was organized at a luncheon at Hotel Savery, and were presented with certificates and badges.

Paul J. Stokes, Indianapolis, Ind., of the National Retail Hardware Association, gave a comparison of operating costs between retail merchants and chain stores and mail order houses. He stated that equality hinges upon three elements: first, price at which goods are obtained from the manufacturer; second, cost of distributing goods to consumer; third, efficiency with which you sell. He gave a comparison of expenses for each 10,000 retail sales as regards jobbers and retailers and variety stores and mail order houses, naming rent, salaries of employees, first cost of goods, cash basis, manager's cost, interest and insurance. He said that a slower turnover results in higher insurance and taxes, that retail merchants must keep each outlay under control and that greater selling efficiency is the greatest need of retail stores.

"Manufacturers' discounts, rebates and allowances," was the subject discussed by George J. Schulte, Interstate Grocer, St. Louis, Mo. Mr. Schulte came to Des Moines last winter and helped put the Iowa chain store tax through the Iowa Legislature. He made comparisons between

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"Take the word of an old timer...



...you CAN rely on

GLIDDEN for Guaranteed Sales!"

I've been selling paint for 20 years. Handled five different lines the first nine years. Then took on Glidden—and I stuck!

Why? I found that Glidden gave me *two* things I needed most to build a permanent, steadily-growing business!

- FIRST—a full line of the finest *Quality.*
- SECOND—*a Guaranteed Increase in Sales.*

I'm *positive* about Glidden quality. Went to the plant—saw how they controlled manufacture from raw material to finished package—watched their technical men in the laboratory.

But the BIG thing that has kept me sold on Glidden is that they've got *real ideas* about helping me cash in on their merchandise.

Glidden "Help You Sell" methods keep the goods moving out and the profits moving in. They help me get people *back again.* And repeat business is profitable. Fact is, their plan for dealers' sales has been so successful for so many years that they'll *guarantee* you an increase in sales!

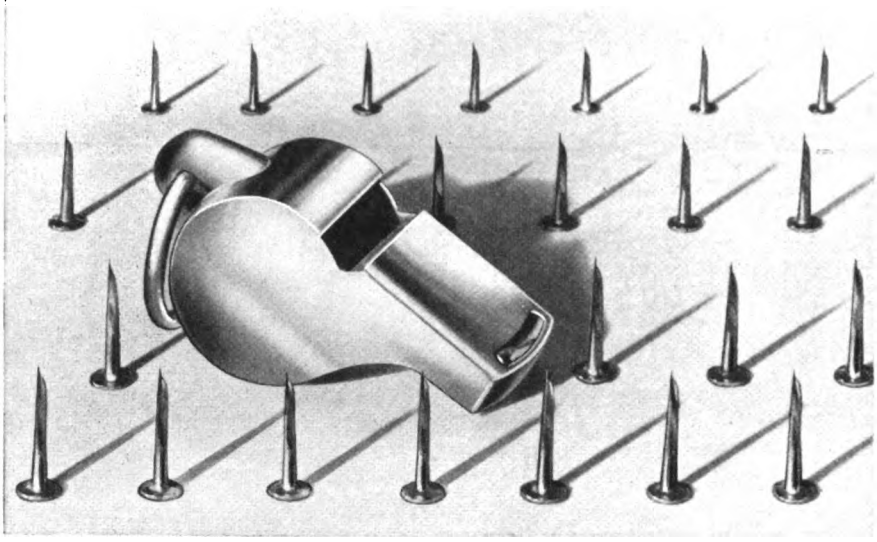
Take the word of an old timer—I know.

THE GLIDDEN COMPANY • Cleveland, Ohio

GLIDDEN PAINTS

Paints Varnishes *Everywhere on Everything* Lacquers Enamels

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CLEANER
than a Whistle!

A Cross Sterilized Tack has a tough time getting out of our factory! After it leaves the machine it has to pass a lot of tests for accuracy. Then it goes to the cleaners!

It is washed in strong solutions that remove every particle of grease and grime, after which it is blued in high-heat electric furnaces.

Cross Sterilized Tacks are packed for large and small quantity sales. Big users get them in clean boxes, lined with waterproof paper. Retail buyers have the handy ⅛, ¼, ½, and 1 lb. cardboard boxes. Retailers can have ½ gross assortments in wooden cases, 3 dozen assortments in display containers. But no matter how packed, the tacks reach you clean, 100% usable.

Do you know of any *whistles* with a record like that?

Ask your jobber—or us—for samples. All standard styles, sizes.

UPHOLSTERERS • CARPET • CARPET LAYING • COPPER
WEBBING • GIMP • HIDE • LACE • WIRE CLOTH STAPLES
BILL POSTERS • DOUBLE POINTED • CLOUT NAILS



Sold in
these distinctive boxes
RED—BLACK—WHITE

all OK.. if they're

YOUR JOBBER HAS CROSS, OR CAN GET THEM FOR YOU

W.W. CROSS & CO. INC. EAST JAFFREY, N.H.

the discounts and rebates made by some manufacturers to chains and variety stores and to wholesalers, and stated that there are 1,349,000 retailers in this country who must work together to combat big business and get the help of both state and Federal laws.

J. D. Evans of the Marshall Canning Co., Marshalltown, in a brief talk on "What Others Are Doing," mentioned the policy of chain stores in government and salesmanship and advised his audience to "Get an ideal, put something into it and get results; have vision or imagination, picture things as they ought to be instead of as they are; get enthused about business, pep it up, stick to your program, and you will succeed."

B. B. Turner of the Globe American Corp., Kokomo, Ind., stressed the need for the retailer to not be afraid of competition, that he must know his own goods and also that of his competitors for the sake of comparison. He affirmed that "today is a golden opportunity for retailers because people want uses, not things." He advised that retailers should learn how to sell if they want profit in business, as the greatest need is salesmanship in selling. Know the product, sell service, sell by comparison and be sincere.

"The Manufacturer's Answer" was the title of the address delivered by Joseph H. Plumb of Fayette R. Plumb, Inc., Philadelphia, Pa. He spoke of the reasons why preferentials are given by some manufacturers to catalog houses and chain stores, although he said it is not so general in hardware lines.

Frank D. Paine of the extension service division of Iowa State College then described the sales possibilities under the rural electrification program of the Federal Government and advised the retailers to get in touch with their local county agents and attend any meetings the farmers may hold.

N. H. Neilson, secretary of the Retail Merchants' Association, Des Moines, explained the Social Securities Act, and this was followed by a question-and-answer discussion on the subject. The questions were asked by Secretary Jacobson and answered by Mr. Nielson.

John Connolly, Jr., legal counselor for the Independent Business Men's Association of Iowa, discussed the Iowa chain store tax from a legality standpoint and gave a resume of the fight for the Iowa chain store tax.

He told of the decision given by

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a Polk County judge in the District Court that the tax was valid and that this decision was partly reversed by three judges of the Federal Court who ruled that the tax on the number of stores was valid, but that the tax on the volume of business was invalid. He urged the convention members to work for an occupation tax large enough to limit chain stores.

John H. DeWild, Minneapolis, representing the trade extension of the Minneapolis Civic and Commerce Association, told the retailers that in spite of the temporary setback in sales caused by the bad weather in January and February, the country stores are face to face with the greatest prosperity they have known for years and that the trend in retail business is very definitely upward.

The members of the association were entertained on Wednesday night by the Barn Dance Frolic Entertainers of radio station WHO.

The annual ball was held on Thursday night.

The following officers were elected for the ensuing year: President, J. A. Van Ness, Mason City; vice-president, Harry Jacobs, Davenport; secretary and treasurer, Philip R. Jacobson, Mason City, was reelected.

New board members named were A. C. Hansen, Holstein, and C. E. Pedrick, Douds. Holdover members are Frank Rogers, Ames, and C. Ben Bjornstad, Spencer. Harry E. Vieth, Oakland, retiring president, automatically becomes a member of the advisory board, the other members of which are Louis L. Hill, Postville, and E. E. Brenner, Marshalltown.

The 18th annual session of the Ladies' Auxiliary of the Iowa Retail Hardware Association was opened with a luncheon on Wednesday in Younkers' tea room, tendered the ladies by the convention bureau of the Des Moines Chamber of Commerce. A theater party completed the entertainment for the afternoon. The business session followed a one o'clock luncheon Thursday at the Fort Des Moines Hotel. New officers elected were: President, Mrs. A. C. Hansen, Holstein; vice-president, Mrs. Rex McCleary, Perry; secretary, Mrs. L. C. Kurtz. Jr., Des Moines.

Mrs. L. C. Kurtz, Sr., opened her house for a four o'clock tea on Thursday afternoon. She was assisted by Mrs. L. C. Kurtz, Jr., and Mrs. Bernard Kurtz.

PUT YOURSELF IN Mrs. Farmer's Shoes

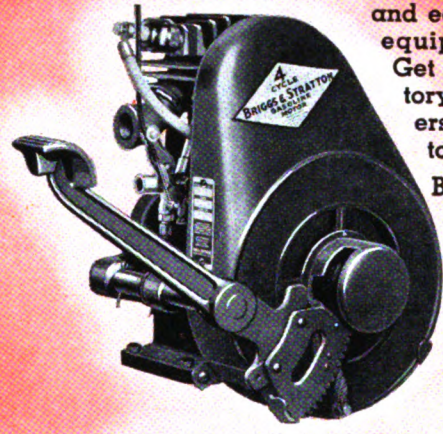
Struggle through one back-breaking farm wash day — rubbing knuckles raw on heavy farm clothes, and you'll see in a hurry what a power washer means to Mrs. Farmer.

Do this and you'll go out of your way to free farm women from the slavery of hand washing. Explain how easy it is to handle a large farm washing with a washer equipped with the famous Briggs & Stratton 4-cycle gasoline motor—and emphasize its remarkable ease-of-operation — its amazing economy.

Gasoline motor powered washers are making tremendous sales records now.

It is significant to know that the lion's share of this profitable extra business is going to dealers who sell washers equipped with the famous easy-starting Briggs & Stratton 4-cycle gasoline motors. This is true because these motors are accepted by farmers everywhere as the time-tested, most dependable motors built — and on over 500,000 farms the women folk have approved them.

The enviable reputation of these motors plus the advertising appearing each month in national and state farm papers urging Mrs. Farmer to make washing a simple and easy task, make Briggs & Stratton equipped washers easiest to sell. Get this extra business in your territory by making sure that your washers are powered by Briggs & Stratton 4-cycle gasoline motors.



BRIGGS & STRATTON CORP.
Milwaukee, Wisconsin

Keep in constant contact with your prospects. Colorful display posters, folders for general distribution, other sales-producing literature — always available. This material is Free. Write for your supply.

BRIGGS & STRATTON
4 CYCLE
EASY STARTING DEPENDABLE
GASOLINE MOTORS
USED BY NEARLY ALL WASHER MANUFACTURERS

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What's New

for Retail Hardware Stores

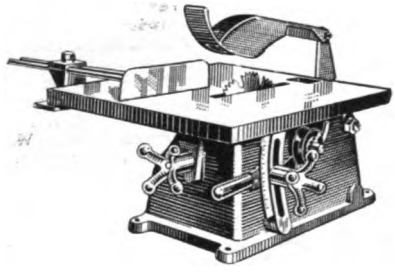
New and Improved Merchandise—Display Helps—Sales Literature—Window Trims—New Packages—New Colors—New Deals—Catalogs

Paint Sprayer



"Open-Hed"—made in new design and under new process which maker states provides a seamless tank lining and enables the application of heavier coat of galvanize to tank. Has 5-inch tank opening so that tank may be wiped dry after using and solution mixed in tank. Pump is easily locked and unlocked—pump and tank top lift out in one unit. Will withstand 100 pounds pressure. E. C. Brown Co., 750 Maple St., Rochester, N. Y.

Bench Saw



No. 29—6-in. blade with cutting capacity of 1¾ in. Table tilted 45 degrees by adjustment of clamping hand wheel. Adjustments of blade made by a clamping hand wheel and may be made while saw is running. Has saw guard and splitter; fully adjustable fence and miter gage; graduating scale for setting saw is part of clamping device. Saw arbor runs in oilite bushings with snap-shut oil cups on arbor housing. Saw pulley is 1¾ in. in diameter. A ¼-hp., 1720-r.p.m. motor will give ample power. Gray enamel finish. *Arcade Mfg. Co.*, Freeport, Ill.

Furniture Polish



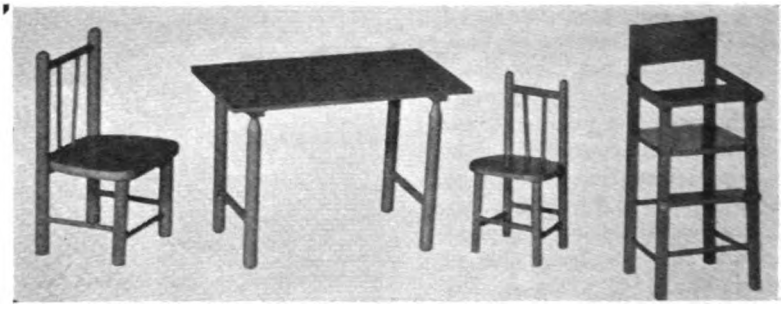
Gulf Gleam Furniture Polish is put up in a "Classic Oblong" bottle specially designed by the Owens-Illinois Glass Co. The bottle is closed with a gleaming black Caseal cap and attractively labeled in accordance with the general simplicity of the package. *Gulf Refining Co.*, Pittsburgh, Pa.

One-Man Stove Jack



Range of lift is from 5½ to 10½ in., operated by a crank lever on a reversible ratchet. Supporting frame is of angle iron and ribbed malleable castings. Has corrugated rubber matting strips on top which measures 24 x 24 in. Wheels are 3-in. ball-bearing rubber-tired. Capacity 600 lb. Gets under table-top models at 5½ in. from floor and is adaptable to cabinet ranges. List price, $30. *The Positive Safety Mfg. Co.*, 4408 Perkins Ave., Cleveland.

Doll Furniture



No. 100 midget doll chair is 10 in. high in the back; seat, 5½x5½ in. Wrapped six to a bundle. No. 101 for larger dolls is 7½ in. wide, 6½ in. deep; back is 12½ in. high; seat 5½ x 5½ in. Packed six to a bundle. No. 102 high chair is 6 in. wide, 6 in. deep, and 14 in. high. Packed six to a bundle. No. 103 tea table is 10 in. high and has veneer top, 10 x 15 in. Wrapped six in a bundle. Natural finish, red, blue, green or orange. *Tucker Duck & Rubber Co.*, Fort Smith, Ark.

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HERE'S A RED HOT SELLER



—THE FINEST LOW-PRICED HOSE EVER BUILT!

YOU can make a killing on low-priced hose this year with the new Goodyear Oak Brand — *the highest quality hose ever sold for so little money!*

Just look at these features in a hose that sells competitively with lowest-priced brands:

One-braid cotton cord* carcass — *extra strength!* Corrugated cover of Goodyear's exclusive anti-ox rubber compound that resists sun-cracking and peeling — *longer leak-free life!* 160 pounds burst pressure against 50 to 60 pounds in similarly priced hose; 2,000 hours' life at 100 pounds pressure against 50 hours for others — *far longer service!* There's nothing like it on the market.

*LOOK FOR THIS SEAL

Cotton Cord Carcass

Sell an extra length for home fire protection

And for your better trade Goodyear offers its five famous lines of nationally advertised hose: Emerald Cord, *the finest hose built at any price*, Supertwist Cord, Pathfinder, Wingfoot and Glide.

Why handle any other line when Goodyear gives you top quality hose at every price with a generous profit on all? Write today for complete information and prices. Address Goodyear, Akron, Ohio, or Los Angeles, California.

THE GREATEST NAME IN RUBBER

GOODYEAR

MADE BY THE MAKERS OF GOODYEAR TIRES

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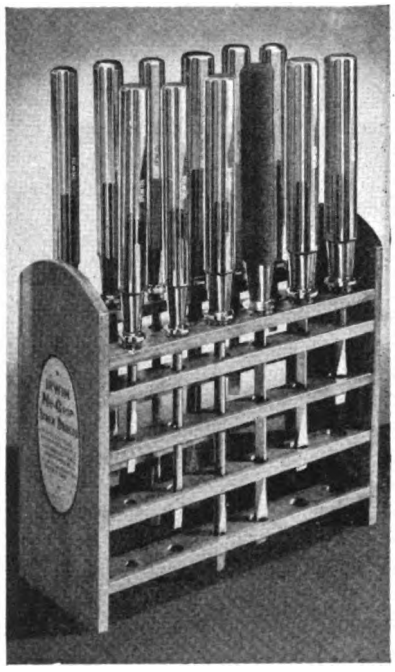
Bicycle Exerciser



Rollfast—for reducing weight and keeping fit. Fitted with speedometer and mileage indicator. Finished in all white Vichrome enamel with all bright parts chromium plated. *D. P. Harris Hdwe. & Mfg. Co., Inc.*, 99 Chambers St., New York City.

Counter Display For Irwin Screw-Drivers

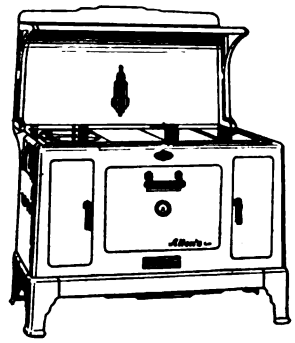
This free Nu-Grip counter display contains three widths of blade—5/16 in., 3/8 in., and 7/16 in. in four different over-all lengths from 10 in to 16 in., inclusive. Catalog numbers are: 510, 513, 514, 516, 610, 612, 614, 616, 712, 714, 716 and R712 (a special



Nu-Grip with rough finish handle and can be supplied in any style or size). The No. 700 line is furnished with heavy square stock only. First number indicates width of blade in sixteenths and last two the over-all length of the screw-driver. Display is 12 in. wide by 4½ in. deep by 16 in. high (tools included). *The Irwin Auger Bit Co.*, Wilmington, Ohio.

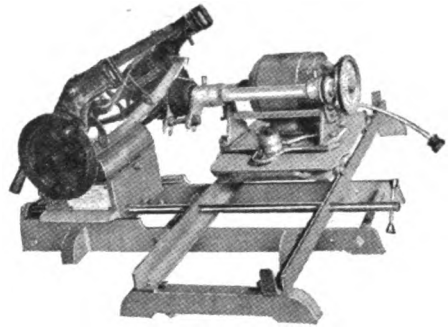
Air-Seal Streamline Range

Air-Seal feature of this streamlined coal and wood range embodies a body construction which incorporates an extra, one inch thick, insulating space between the two walls of the body, surrounding the front and end of the range. Advantages of Air-Seal, the maker



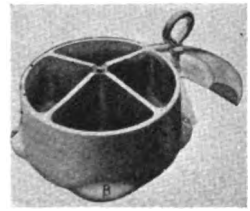
states, are: confines more of the heat in range and speeds up oven baking; prevents escape of heat, and therefore requires less fuel; minimizes heat radiation and increases cooking comfort; protects finish from the heat. Range is designed with rounded corner, smooth surface concealed hinges and porcelain enameled finish. *Allen Mfg. Co.*, Nashville, Tenn.

Lawn Mower Grinder



Bench-type. Maker's claims are: fast; accurate; few adjustments; does not burn or burr; blade ground to full length with any desired bevel, without being removed from mower. Grinds reels up to 30 in. or longer and faces of the bed-knife. List price $125. f.o.b. *The Savage Co.*, Greenville, Tenn.

Flux Pot



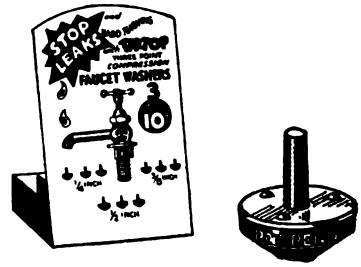
"Sure Shot" holds four kinds of flux. Maker claims it keeps flux clean; eliminates spilling and bulky cans; is of simple construction, sturdy cast iron; easily cleaned; will not rust; is cadmium-plated. Has ring carrier. Cover removed by loosening top nut. List price, $1.25. *Schlafer Hardware Co.*, 115 W. College Ave., Appleton, Wis.

Kingston Roller Skates



No. 115RT—combination rink and sidewalk skate. "Balloon" type wheels, fitted with double-row ball bearings. Bright polished nickel finish. Channel type frame construction—riveted sole and heel plates. Equipped with rubber cushions, leather straps and sheepskin ankle pads. Extension from junior size to 10⅞. Packed in two-color display box, 12 to carton. *Kingston Products Corp.*, Kokomo, Ind.

Faucet Washers



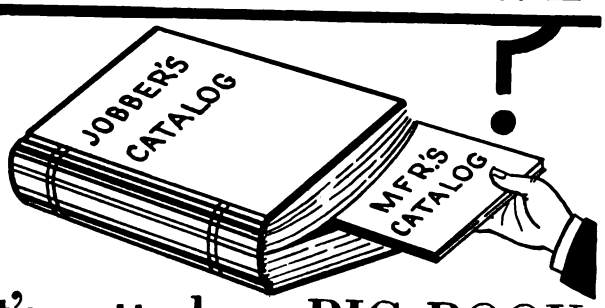
Tip-Top—3 point compression—said to insure even compression on rubber and keep washer from revolving with the valve and from being "chewed to bits." Stops leaks and hard turning and will withstand hottest or cold water. Three sizes, ¼ in., ⅜ in., and ½ in. Put up in sets of 3 washers of a size to list at 10c. Free colorful metal display and stock cabinet (15 in. high, 9 in. wide and 7 in. deep) with chromium basin faucet clipped to display with cross section cut out demonstrating the three point compression bearing action. *The Pierpont Mfg. Co.*, 1240 E. 12th St., Cleveland.

Seedling Protection

Formacide is a grayish-white powder, basically concentrated, solidified formaldehyde, not an absorbed formaldehyde dust. Can be mixed with soil before seeding. Formaldehyde gas is given off which kills "damping off" fungus. Result is said to be stronger, healthier seedlings. It is stated that treatment of soil from three to five days before setting cuttings or transplanting seedlings practically eliminates loss from fungus. Formacide has been stabilized to prevent deterioration in container. *Hammond Paint & Chemical Co.*, Beacon, N. Y.

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OPEN QUESTIONS TO THE HARDWARE MERCHANT No. 2



It's gotta be a BIG BOOK

. *to serve you right*

Who's the Boss around here?

Is it John Jones, the jobber, who "fills" your orders?

Is it Bill Smith, the jobber's salesman, who carries the Big Book?

Is it *You*—who pays the bills?

Or is it your Customer, who asks for edged tools by *brand* name?

We vote for the Customer because it's his money we're all using. He's *our* boss, too!

We've known him ever since 1826 when the Collins Company was started. 109 years of continuous manufacture, improvement, and experience are back of the Collins line today.



Dayton Pattern

Collins Axes need no introduction to most of your customers. That fact makes them salable—and their quality keeps them sold.

If they're not in your jobber's Big Book, let us know.

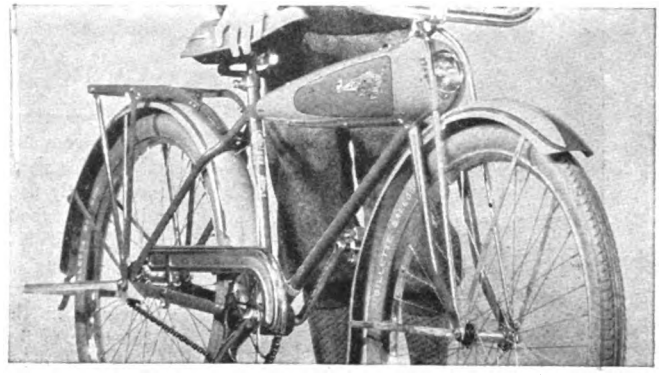
THE COLLINS CO.

COLLINSVILLE, CONN.

AXES • HATCHETS • BUSH HOOKS
HOES • PICKS • MATTOCKS



The WORLD'S GREATEST BICYCLE TIRE SALESMAN



That vibrant enthusiasm and sincerity which youth possesses is a strong sales force when put behind a bicycle tire. There are more of this type of salesmen riding and selling Gillettes than any other tire made. These young hard riding bicyclists like Gillettes because of their snappy look, because of their riding and wearing qualities, and they tell everybody about it.

If you are not one of the many dealers who have found out why Gillette Bicycle Tires lead, now is the time to investigate. There are 11 months left in 1936 to gear your profits to Gillette prestige.

The Gillette family has a tire for every bicycling need, including the new Wire-Edge Balloon Tire for light weight equipment. Backed by years of experience and millions of users. Write for full details of our dealer program. Specify Gillettes when ordering bicycles. Profit by the steady replacement demand.



26 x 2.125
Gillette Ribbed Tread Balloon



26 x 2.125
Gillette Center Traction Balloon



26 x 2.125
Gillette Heavy-Duty Balloon



27 x 1.50
New Gillette Wire-Edge Balloon

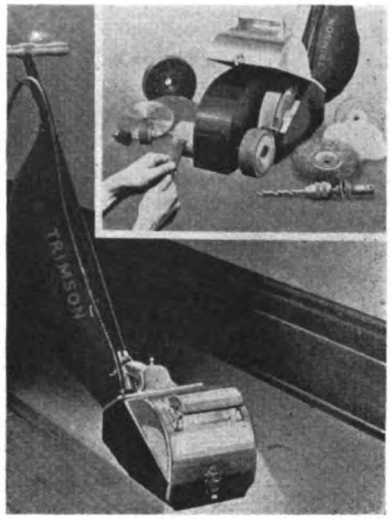
GILLETTE RUBBER COMPANY • EAU CLAIRE, WISCONSIN
W. J. SURRE • 811 LIBERTY STREET, ERIE, PENNSYLVANIA

GILLETTE
BICYCLE TIRES

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Portable Floor-Surfacing Machine

This machine marketed by the Trimson Mfg. Co., 5713 Euclid Ave., Cleveland, Ohio, has direct illumination on the work, trimline compactness, centralized control, unit construction, and multiple adaptation for a number of refinishing jobs. A packaged power



unit, easily and securely attached, permits the mounting of working tools for sanding, grinding, drilling, buffing, polishing, etc. A flexible shaft attachable to the power unit, enables the operator to get into corners, under radiators, and other hard-to-reach places. It is said that interchangeable unit construction is used and the same type of dust-proofed, dynamically blanaced, super-powered rotating motor as in other Trimson machines. Highly polished aluminum and black crackle lacquer finish give a durable and pleasing appearance.

Double Profit Assortment

This selection of standard quality screw drivers is contained in a 10 qt. leak-proof galvanized pail which may be effectively used as a window display and which facilitates selling out of pail when it is placed on counter or floor. A blue and white display card is furnished with each assortment. Contained in the assortment are one dozen each of 3 and 6 inch Mechanic's type screw drivers and two dozen 4 inch Mechanic's type screw drivers. Handles are of hardwood, one-half finished in clear lacquer and the other half in Chinese red. Also eight each of 2½, 4, and 6 inch Cabinet type screw drivers with black and red mottled insulated composition handles. Dealer's cost is $4.80; retail value is $7.50. Each assortment packed in



shipping container. The pail is supplied free on which the dealer makes another profit of 30c when sold. *The Bridgeport Hardware Mfg. Corp.*, Bridgeport, Conn.

24-Hour Alarm Clock



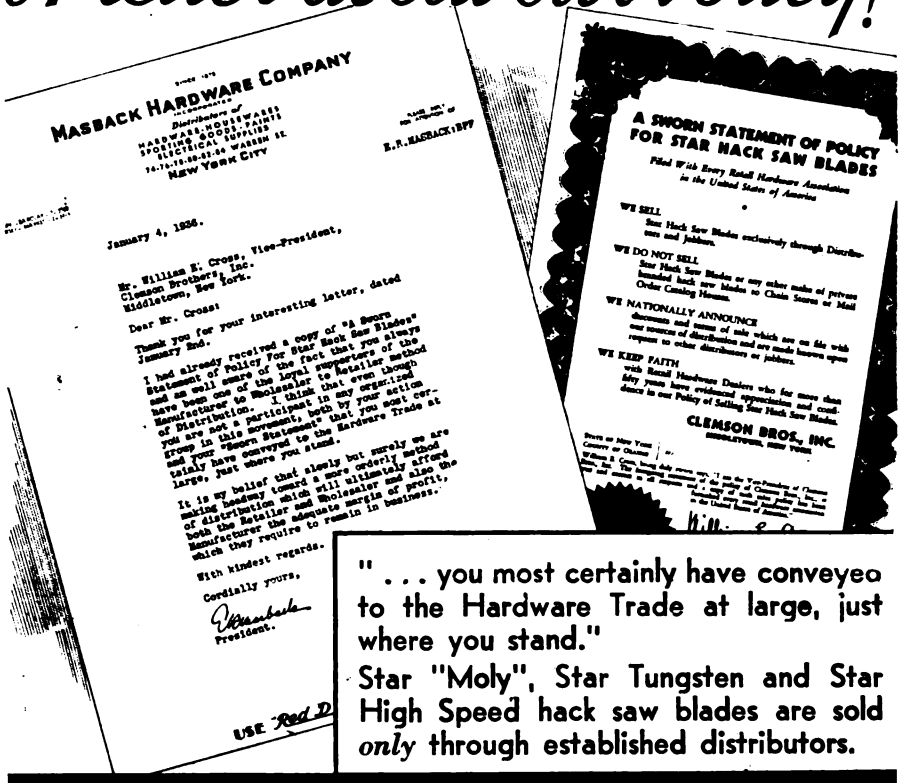
"Announcer" may be set to ring automatically each morning. No setting or turning of alarm required. No. 41 Mazda miniature lamp illuminates dial. Height, 5 5/16 in.; width, 5 in.; depth, 3½ in. Has molded black case with metal lacquered front of antique ivory, gloss finish; gold-finished metal bazel; 3½-in. translucent cream color dial with black and gray numerals. List price, $8.50. *Warren Telechron Co.*, Ashland, Mass.

Standard Door Closer



Uses liquid checking medium. Maker states its compact design makes installation possible in limited space and it is adaptable to either right or left hand doors. Adjustable screw provides speed control. Finished in dark bronze. For use on any moderate weight door. *Kaywood Co.*, Benton Harbor, Mich.

A letter about our Policy!



"... you most certainly have conveyed to the Hardware Trade at large, just where you stand."

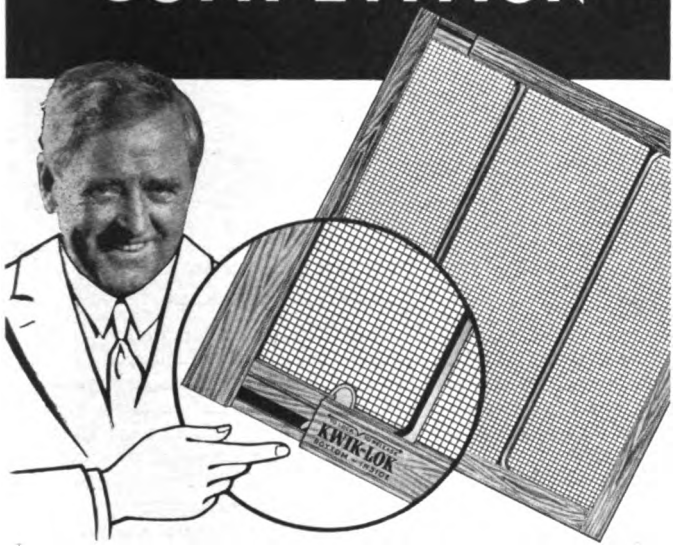
Star "Moly", Star Tungsten and Star High Speed hack saw blades are sold *only* through established distributors.

CLEMSON BROS., INC., MIDDLETOWN, N. Y.

6941A

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I have a "LOCK" on COMPETITION



with this "KWIK-LOK" *feature of*

NATIONAL EXTENSION WINDOW SCREENS

● "My customers complain about their old window screens rattling and working loose. When I show them the *National* Window Screens with their clever 'Kwik-Lok' feature, they are *sold* right then and there. With this extra selling point, I have a 'lock' on competition."

"Kwik-Lok" holds screens securely in place and it works with a mere flip of the finger. Furthermore, *National* Window Screens slide smoothly on Steel Runners and have Angle Steel Center Bars. They stay *fly-proof*. Coupled with their very reasonable prices, these features make strong selling talk.

ASK YOUR JOBBER—Your jobber can tell you about the complete line of *National* Screen Doors, Window Screens and Ventilators and give you quick deliveries.

SEND FOR THIS CATALOG

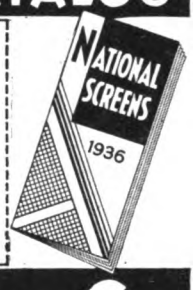
NATIONAL SCREEN CO., Suffolk, Va.
Please send us a copy of your 1936 catalog showing the complete line of National Screen Doors, Window Screens and Ventilators.

Name.....

Address.....

City.....*State*.....

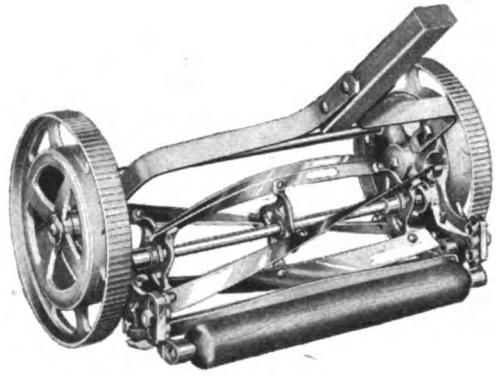
New York Office: 253 Broadway
Southern Selling Agents
SAND & HULFISH, Baltimore



NATIONAL SCREEN CO.

SUFFOLK INCORPORATED VIRGINIA

57 YEARS OF Leadership—



DRAWCUT LEADER *Style 10-4*

Ten-Inch Wheels, Four Drawcut Blades, Automatically Adjusted Ball Bearings, Sizes 14, 16 and 18 Inches.



This is going to be a banner year for lawn mower sales—*Stock* and *Push* a line that has been recognized as a leader for 57 years!

Every BLAIR mower is a quality product —*sturdy, well-constructed* and contains the Drawcut principle — the scientifically correct manner of cutting grass. The revolving blades *draw* the grass across the stationary knife which does the actual cutting. The principle is similar to the action of a pair of shears and is exclusive in BLAIR mowers.

(BLAIR mowers are profitable mowers for you to sell. Write for prices and circulars)

BLAIR

MANUFACTURING COMPANY
Established 1879
SPRINGFIELD, MASSACHUSETTS

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NOW A Completely ENCLOSED SPIRAL SCREW DRIVER



With the spiral fully enclosed at all times, complete lubrication is made possible, dust and dirt are excluded, and wear is greatly reduced.

Adjustments are simple and convenient. Shifter button can be operated and locking for final drive done without moving the hands from regular positions.

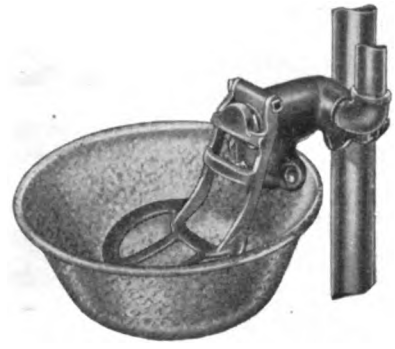
A Tool That Sells— And Stays Sold

The completely enclosing feature of the Greenlee Spiral Screw Drivers is of real importance. It is a practical, worth-while improvement for the user and a sales help for the dealer. In other words, it makes them better—better to use and easier to sell. But best of all, Greenlee Screw Drivers stay sold. This is because of the improvements mentioned here and because they give dependable service and have long life. Beneath their fine finish are materials that are exactly what they should be for a tool of this kind. Just order one now and try it out, or let us send complete information. Please give name of your jobber when writing. No obligation, of course.

GREENLEE TOOL CO.
1715 Columbia Ave. Rockford, Illinois

Clay Has "Evenflo" Water Bowl

This water bowl for the dairy barn has a seamless drawn, all steel, non-breakable bowl heavily galvanized so



it will not rust, it is stated. Valve construction is said to provide one-half greater water flow at low pressures, and prevent squirting at high pressures. Valve is brass throughout and all its parts are machined for smooth operation. A special offer to dealers includes: mailings to farm prospects; large display easel with actual bowl given free; quantity discounts and special terms to dealers accepting special offer; written guarantee on what bowl will do for dairymen and written guarantee on bowl itself. *Clay Equipment Corp.*, Cedar Falls, Iowa.

Blackstone Mfg. Co. Has Anniversary Model

The Blackstone Mfg. Co., Jamestown, N. Y., is showing a new line of electric washers to retail at $39 and



upward. A feature of this line is the 65th Anniversary Model (illustrated), which is designed in a streamline manner and is equipped with automatic safety wringer, bullet type extra large capacity tub, Blackstone circulator. This model has other features of utility and convenience. List price is $79.50.

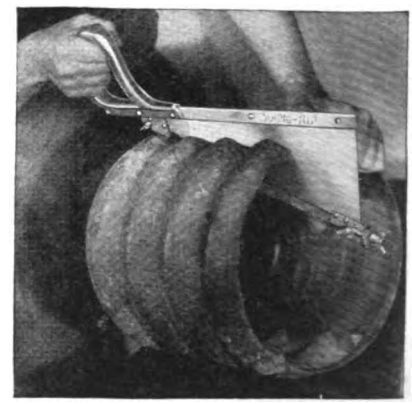


Improved Morrow Coaster Brake and Package

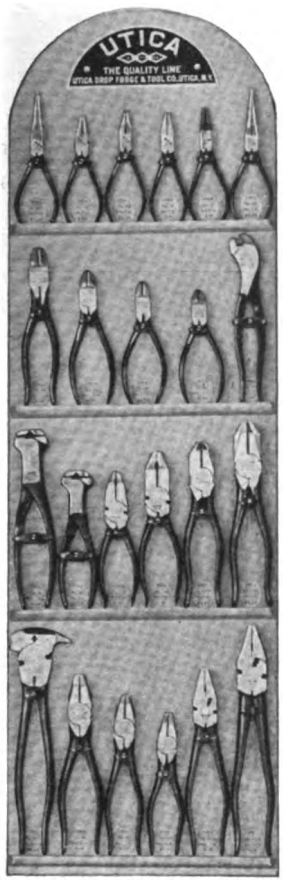
The Morrow Coaster Brake of the Eclipse Machine Co., Elmira, N. Y., is now furnished in chromium plating with cadmium finish on those parts adjacent to the bicycle stand and mudguard braces for attractive appearance and rust prevention. According to the maker, new manufacturing processes have also been incorporated, resulting in improved action of the internal parts. Brake arm is now of molybdenum steel which is said to give it three times the strength of the previous arm although of the same shape and design. Improved type oiler, neat and inconspicuous, has been incorporated in the hub shell. Now packed in attractive modernistic blue-and-white box containing the brake complete with sprocket. *Eclipse Machine Co.*, Elmira, N. Y.

"Young-Rip" All-Purpose Saw

"Young-Rip" will cut any metal, wood, or special composition material up to 1 in. thick and will rip the whole length. Made with highly polished stainproof steel webbing. Standard blade, 12x½ in. or ⅝ in., 0.025 or thicker. One sheet metal blade furnished. Blade is said to be unbreakable. Has insulated grip integral with frame and adjustable tension blade holder. Packed 6 in a box. List price, $2.50. *The Edison Steel Works*, Cleveland.



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"A STEP AHEAD" *with* UTICA TOOLS

Contents

Quant.	No.	Size	List Pr.
1 only	1033	—6" ..	$1.35
1 only	41	—5" ..	1.30
1 only	41	—5½".	1.55
1 only	41	—6" ..	1.70
1 inch	39	—7" ..	1.65
1 inch	524	—7" ..	.95
1 only	1950	—7" ..	1.85
1 only	1950	—8" ..	2.10
1 only	50	—6" ..	1.15
1 only	50	—7" ..	1.30
1 only	50	—8" ..	1.40
1 only	60	—6" ..	1.15
1 only	60	—8" ..	1.60
1 only	655	—6" ..	1.55
1 only	20	—5" ..	.90
1 only	21	—5" ..	.90
1 only	22	—5" ..	.90
1 only	708	—6" ..	.85
1 only	708	—7" ..	1.00
1 only	1000	—8" ..	1.00
1 only	1000	—10"..	1.30
1 only	024	—5" ..	1.15
1 only	1932	—10¼"	1.40

Total List Price
$30.00

Mr. Hardware Dealer—

Here is the UTICA Plier Display, carrying a selected minimum of standard sellers popular in all parts of the country, which can be used as a foundation in rebuilding your tool department with finest quality tools. With UTICA tools, you will be able to determine the difference between low-priced worthless tools and high-grade UTICA tools which insure profitable sales and customer satisfaction. UTICA Pliers will still be giving first class service long after inferior tools have gone to the junk pile. Here is a chance to give real value and service to your customers. Write us for complete information.

UTICA DROP FORGE & TOOL CO.
UTICA, N. Y.

PHOENIX

"PHOENIX MEANS QUALITY"

HORSE AND MULE SHOES



Sport Shoes for Trotters, Pacers, Runners, Polo Ponies and Saddle Horses



Phoenix Front Light

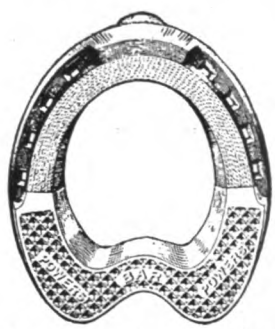
•

Iron and Steel

JUNIATA

"THE SHOE WITH THE REPUTATION"

HORSE AND MULE SHOES



Powers Rubber Bar Shoe
Made Also in Open Style



Complete Line of Chain Hooks and Cold Shuts

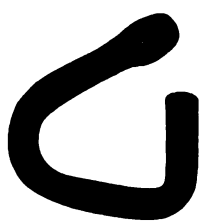
BULLDOG, JUNIATA, SWEETS *and* AMERICAN CALKS

Sold on an Established Policy Through Regular Trade Channels

PHOENIX MANUFACTURING COMPANY

Chicago, Ill. *Successors to Phoenix Horse Shoe Co.* **Catasauqua, Pa.**

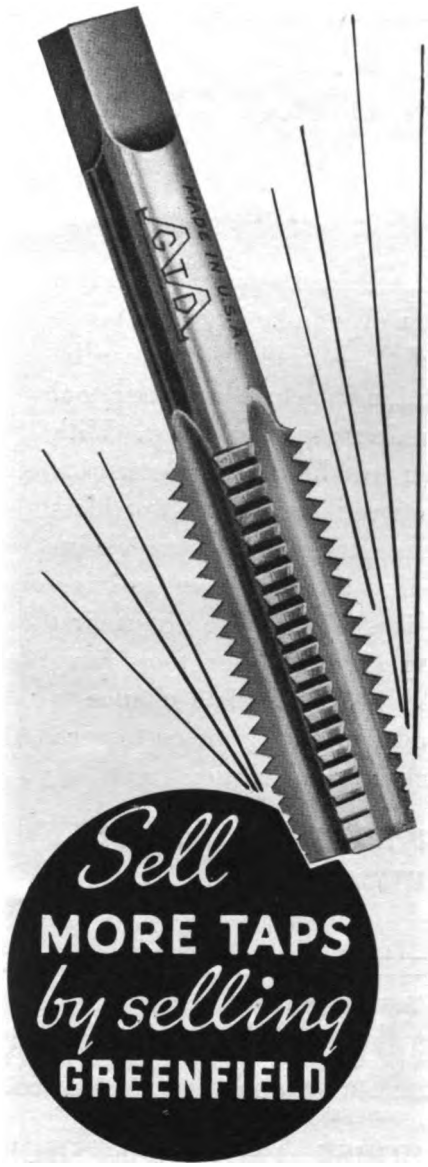
"Our products are manufactured in the United States of America by Union Labor."



Highest Grade Drop Forged Products

LARGEST MANUFACTURERS OF HORSE AND MULE SHOES AND CALKS IN THE WORLD

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This will be a year of better tools. Five and Ten quality is on the way out as the old standbys come back into their own.

Every hardware man from coast to coast knows that *"Greenfield"* stands for top quality in taps—and that the *"Greenfield"* name and brand is better known and easier to sell than any other. Now that the trend is so definitely toward quality, be a *leader*, not a follower, by displaying and pushing *"Greenfield"* taps.

Every mechanic, every service station man, every farmer, every machinist buys occasional taps—get his *respect* and his *business* with *"Greenfield,"* the leading line.

GREENFIELD TAP AND DIE CORPORATION
GREENFIELD, MASSACHUSETTS

New York: 15 Warren St.
Chicago: 611 W. Washington Blvd.
Detroit: 228 Congress St., W.

The Nation Takes a Shot of Dope

(*Continued from page* 38)

investor and prospective builder, and reviews and recommends two building stocks for investment and long term appreciation."

On all sides there are signs that this coming spring will be fine for the sale of building supplies and builders' hardware. How is your stock? In these dull days when everything is covered with snow and ice, why not check up on the builders' supplies you have on hand. Why not tell your clerks when they sell builders' hardware never forget to sell three pair of butts to the door. Tell them to do this especially when they sell butts for screen doors.

The next item on this investors' notice is to be sure and study labor-saving machinery and merchandising stocks. And then they write as follows:

"A staggering tax and social benefit burden is being piled up. Investors can help to offset their portion of this tax bill by buying in industries that will benefit from "liberal" trends."

This means to the hardware man if this investing concern is correct, that a whole lot of tools will be sold this spring. Why not check up on your tool stock and other items in the way of labor-saving machinery.

* * *

An unusually well-informed publisher called on me today and remarked that it was evident in his publishing field (he publishes a number of trade magazines) that the efforts of the independent dealers all over the country have at last put the mail order houses and chain stores on the defensive. In other words, it is evident from reports received from many states that the mail order houses and chain stores are on the run. They don't like the state legislation admitting fixed prices. They don't like state taxes on chain stores. They are planning to make some deal by which their local manager will become the store owner to avoid taxes.

It is very interesting to watch and study trade legislation. All of us know that the drug store with its soda fountain has become not only a general merchandise store, but also a restaurant in addition. Now in two states bills have been introduced that in a store where there is a soda fountain, no food can be sold. Or to reverse it, if there is a store selling food, then they cannot have a soda fountain. It is a dreadful thing to contemplate, but it seems there is going to be an effort to separate the ham sandwich from the ice cream soda.

* * *

I always believe in both sides of a story being heard. Recently I wrote about *service retail hardware stores*, and I have just received a letter from a hardware dealer, saying he does not agree with me at all and giving his experiences. I am asking the editor to publish the letter in this issue, because I believe it is well worth reading. It is printed below.

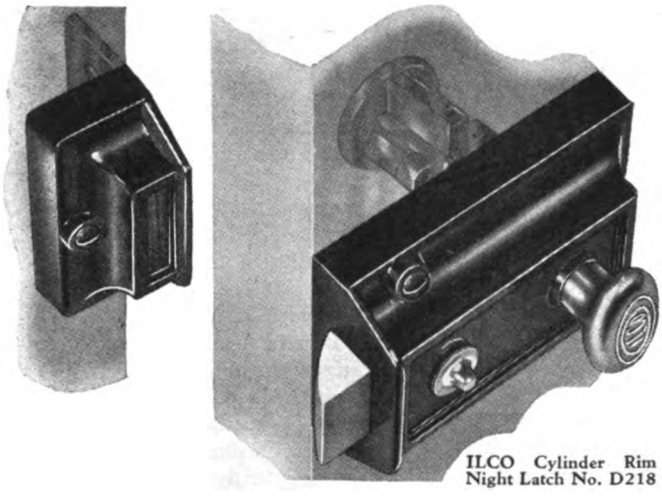
Service Store Article Criticized

JERSEY CITY, N. J.—Having read your article in the last issue of HARDWARE AGE, anent ideas for getting business, I think that you are in error.

It is a very easy thing to sit at home or in an office and get brilliant ideas on how to increase business, and I say this not so much to you as to myself who have had lots of these bright ideas and have tried them out only to find that they were n. g.

One of these so called bright ideas was to have a man canvass residential sections. Knowing that every family is generally in need of electric bulbs I thought it would be a good idea to have him use bulbs as an opening wedge, selling them at the regular retail price and after having made the sale, which would be from stock right in the car, to ask the woman if her back door was as well protected as her front door and to thereby sell a lock and the service to install it. The first efforts were in our highest class residential districts, and that being an absolute failure we tried the so-

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ILCO Cylinder Rim Night Latch No. D218

Look at the NIGHT LATCH *a new way*

John Q. Public buys a night latch to keep people *out*. He wants one that is strong enough, works smoothly, has a good pin-tumbler cylinder lock, and is good looking.

Sell him an ILCO. In the ILCO line you can meet his needs and purse exactly. And speaking of price, remember there's more money-profit for you in a *quality* latch—and more real satisfaction for your customer.

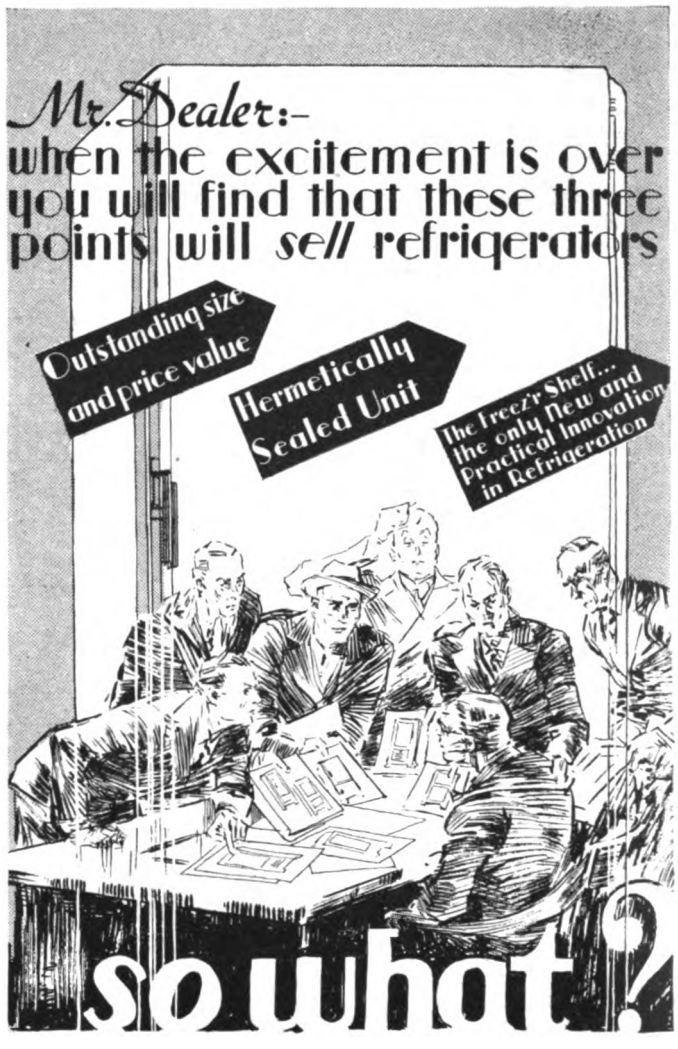
Here are two remarkable values:

● Shown above is the ILCO Cylinder Rim Night Latch No. D218 with reversible latch bolt and 5 pin-tumbler cylinder, 3 keys, unlimited changes. Latch and rim type strike special alloy die castings, extra tough; black japanned.

● ILCO Rim Night Latch No. 201 with reversible latch bolt and 5 pin-tumbler cast brass cylinder, 3 keys, unlimited changes. Latch and rim type strike cast iron, black wrinkle finish. Solid brass bolt.

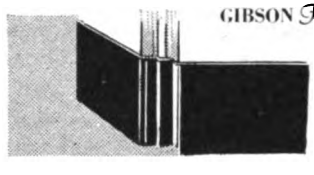
ILCO TRADE MARK
THE SYMBOL OF SUPREME LOCK PROTECTION

INDEPENDENT LOCK COMPANY
Fitchburg, Mass.



SO Gibson deserves your first consideration before you decide on any line. See your Gibson Distributor today or write us for complete information on the Gibson 1936 Dealer Proposition.





Tested and Approved 2603 Good Housekeeping Institute GOOD HOUSEKEEPING MAGAZINE

GIBSON

GIBSON ELECTRIC REFRIGERATOR CORPORATION
GREENVILLE MICHIGAN

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More Sales in 1936!

Egg prices are up Live poultry prices have increased The demand for baby chicks is booming Poultry raisers are buying All of which means more Poultry Netting Sales for you in 1936.

New fences must be erected; old ones replaced. The first signs of spring will bring customers into your store asking for poultry netting.

Be prepared to meet this demand with ample stocks of U. S. HEXLOK—the perfect hexagon mesh netting—and U. S. STRAITLOK—the perfect straight-line netting! Place orders now for prompt delivery!

Ask your jobber or write direct to us!

INDIANA STEEL & WIRE CO.
MUNCIE, INDIANA

called middle class and that too was a total failure.

About six months after we tried this along comes ———— with an idea somewhat similar but without even the thought-out detail of how to get in.

Later ———— suggested that when you sell a can of paint you have a brush attached to the can. Instead of that being a means of selling the customer reacts that you are trying to force the brush on him.

Some hardware companies may be able to run repair services with their business but my experience, both in the hardware business, which has been six years, and in another business is that selling and repair services do not go well together. One either has to be a merchandiser or a contractor and if he does both he does not know which to follow with vigor.

Before writing I speculated on whether or not I should tell you of my thoughts in the matter or just let it go, but I do think that a lot of the small hardware stores will lose time and money if they try out the suggestions contained in your article, that is this suggestion pertaining to a hardware store operating a repair business.

Very truly yours,

JOHN A. LANCASTER.

New York State Convention

(*Continued from page* 58)

ware dealers to use price leaders only as price baits just as the mail order houses do, and that manufacturers and jobbers can supply them provided they are mixed in with better grades and that retailers sell the better grades as well.

Representative Wright Patman of Texas, leader of the House inflation bloc and author of the bonus bill which bore his name, outlined a bill he is now pressing through Congress which is slated to "prevent manufacturers from granting favoritism to chain organizations" and termed it second in importance only to the bonus measure.

The bill, which Mr. Patman contends is likely to become law, is designed to end discrimination in price or terms of sale between purchasers of commodities of like grade and quality.

The bill as presented by Mr. Patman provides:

"(a) That it shall be unlawful for any person engaged in commerce to discriminate in price or terms of sale between purchasers of commodities of like grade and quality.

"(b) That the payment of brokerage or commission under certain conditions shall be prohibited.

"(c) That pseudo-advertising allowances shall be suppressed.

"(d) That a presumptive measure of damages shall be provided for.

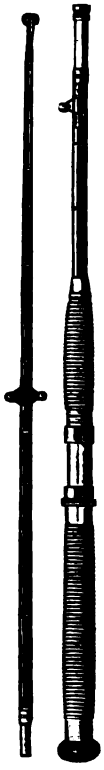
"(e) That the Federal Trade Commission may, after due investigation and hearing to all interested parties, fix and establish quantity limits, and revise the same as it finds necessary, as to particular commodities or classes of commodities, where it finds that available purchasers in greater quantities are so few as to render differentials on account thereof unjustly discriminatory or promotive of monopoly in any line of commerce.

"(f) That the object of the legislation is to protect the independent merchant, the public whom he serves, and the manufacturer from whom he buys from exploitation by unfair competitors."

Irwin E. Douglas, discussed distribution costs at the Wednesday morning session using charts as illustrations. He pointed to the higher operating costs of independent retailers in comparison with syndicate stores and called attention to the 150 million dollars worth of hardware merchandise that is sold through chain stores and mail order houses. He stated that among the main handicaps of independent stores was the much higher payroll than that of competing syndicates. There was the great flow of traffic through the department and chain stores which tended to increase their volume; and retail salespeople must sell more merchandise to overcome the penalty of higher selling costs. He discussed the matter of rents and advertising as well as many other factors in the costs of independents and the fact that the chain's inventories were smaller in relation to the annual turnover, stressing the fact that fewer turnovers added to the interest in investment. Wholesalers selling costs were too high due to a number of causes, among them duplication of territories and frequent calls of salesmen. He urged retailers to pay their bills promptly as a means of assisting wholesalers to better serve them; better stores, better lighted

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REEL THEM IN WITH "UNION" FISHING TACKLE



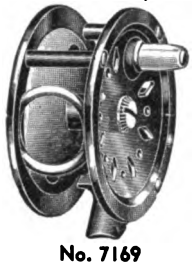
No. 55-620
2 Piece
Salt Water
Rod



No. 4160
"UNION"
Steel Rod



No. BBR
"UNION"
Steel
Bait and
Fly Rod



No. 7169
"UNION"
Fly Reel

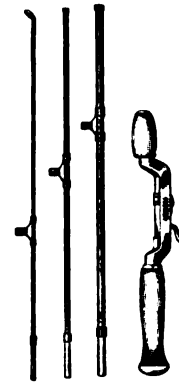
You can count on "UNION" Rods and Reels to land the *fisherman* as well as the *fish*. These flexible, yet sturdy, Fishing Rods are well made from tip to handle, correctly balanced and attractively finished. "UNION" Reels are noted for their good workmanship, perfect balance, free running and fine finish. Both have many sales features.

The 1936 "UNION" Line includes Steel Bait, Fly and Casting Rods at prices that insure sales to every fisherman. Also Split Bamboo Fresh Water Rods and Salt Water Rods that sell readily and return real profits. Also Fishing Rod Sundries.

Every Dealer should send for Catalog No. 17. It gives detailed information about each Rod and Reel and makes ordering an easy matter.

Your Jobber Will Supply You

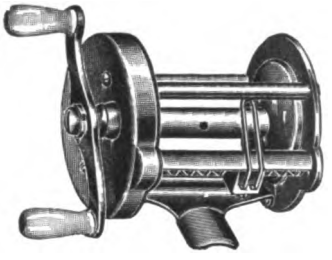
UNION
HARDWARE COMPANY
REG. U.S. PAT. OFF. ESTABLISHED 1854
TORRINGTON, CONN.
NEW YORK OFFICE 151 CHAMBERS STREET



No. 4131
"UNION"
Steel Rod

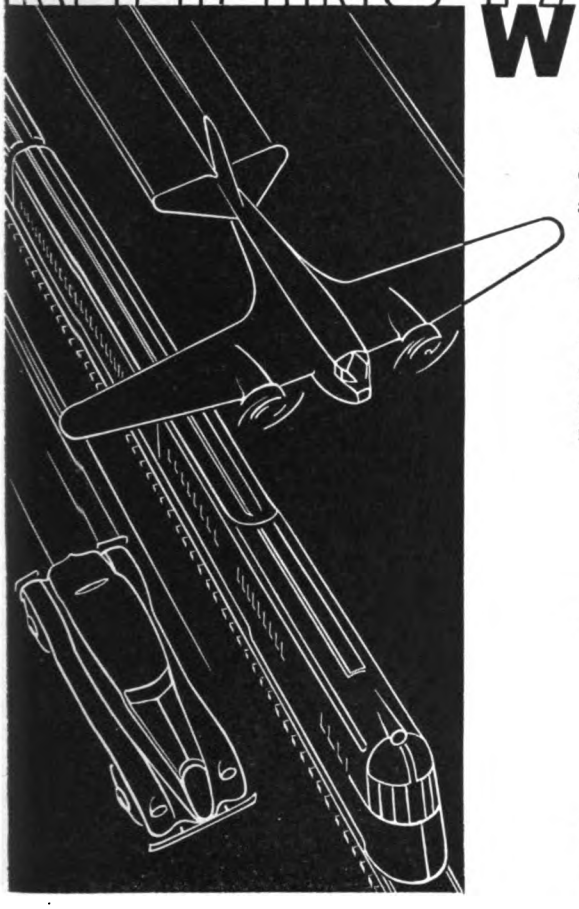


No. 4951
"UNION"
Steel
Casting
Rod



No. 7230 "UNION"
Level Winding Reel

KEEPING PACE WITH THE TIMES



THESE famous casters roll along on *ball bearings*. No friction. No effort. No damage to floors, rugs or floor covering . . . as up to date as a stream-lined train or 1935 motor car.

A PROFITABLE ITEM FOR ANY HARDWARE MERCHANT

A demonstration does it . . . merely roll an "ACME" on the counter. Show the frictionless, quiet operation of the "ACME" and you've made a sale. A profitable item with repeat orders. Stock and sell "ACMES."

THE SCHATZ MANUFACTURING CO.
POUGHKEEPSIE, N. Y.



"Acme"
BALL BEARING
CASTERS

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HOW ABOUT YOUR STOCK OF KLEINS?

Check over your stock of Kleins. Unless you have the more popular items in the Klein line you are losing out on business and failing to secure a worth while profit that might well be yours. Klein Pliers are standard with electricians and good mechanics. Master workmen everywhere prefer Klein Pliers to all others. Check up on your stock today and add to your want list those numbers which are missing. New packaging and new display will help you sell more Klein Pliers.



Individually mounted on bright display cards, wrapped in Cellophane, Klein Pliers help sell themselves.

Distributed through jobbers

Mathias KLEIN & Sons

3200 BELMONT AVE., CHICAGO

window displays, better presentation, employee training and better selling were among the remedies recommended, as well as the buying backward from the price consumers were willing to pay.

F. E. Briggs, of the F. H. Cobb Co., Cortland, N. Y., talked about the successful food trade plan of his company affiliated with the I.G.A. (Independent Grocers Alliance). He outlined interestingly the cooperative methods of his organization, stressing the amount of energy necessary by the members in addition to the advantages of cooperative buying, advertising, accounting, supervision, pointing out the main idea was cooperative selling. He said that given the same costs as independents, the other factors would enable the corporate chains to get their volume. Mass buying, admitted Mr. Briggs, does wonders but mass advertising is twice as potent. Discussion was lively and interesting following the address by Mr. Briggs.

Ray T. O'Brien, the George Worthington Co., Cleveland, gave a talk on "Jobber-Retailer Cooperation" and answered some of the charges of higher distribution costs of wholesaler-retailer distribution and assured the delegates that any obstacles to cooperation reacted to the disadvantage of both and that much could be accomplished in a brief time by cooperation. The hardware retailer holds the strategic position in spite of appearances. Mr. O'Brien told of educational programs assumed by jobbers which were proving successful and pointed out that syndicates in their type of distribution had diligently and successfully followed their own specific plans and that such an adherence was necessary on the part of independents. He urged the proper selection of traffic building items, price appeal, advertising devices, etc. He gave the members a summary of the many items that were necessary in the preparation of advertising by wholesalers which would be almost impossible for the dealer to prepare for himself but which would be simple and comparatively inexpensive if prepared by the jobber and used efficiently by the dealer. He asked dealers to learn more about chain competitors methods and merchandise by shopping their stores, and said that chain operators know all about their independent competitors. Mr. O'Brien showed how the chains were advancing their prices all along the line in their new catalogs and that independents could take markups in many cases. Chain supervisors, and a list of others in their employ, make calls that are comparable to the salesman's calls, but the time is charged against the store visited, so that none is wasted. He pointed out, also, that not all chain units are profitable and several have been abandoned, in some cases where they have had efficient independent competition. Following out the jobber's program in its entirety, buying in unbroken packages and generally cooperating would make great progress.

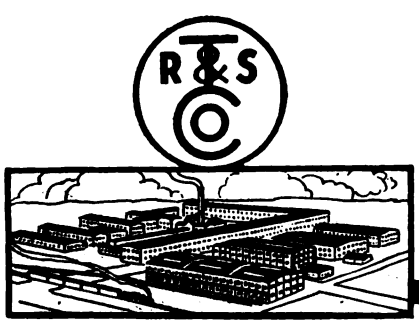
At Thursday morning's session O. H. Morgan, merchandise manager, Treman, King & Co., Ithaca, N. Y., and formerly with one of the mail order-chain store organizations, outlined their promotion methods, summarizing them in three words: plan, promote and profit. The aim of these organizations is to trade up or endeavor to sell the customer more goods or a higher priced item, and 60%of the sales in a store are due to 30% of the items, making it necessary to dramatize and get visibility of a great assortment of merchandise. Sales should be planned well in advance with consideration being given to their seasonal importance and their association with certain holidays and events. There are times when people will not buy anything from anyone and then it is useless to waste ammunition which could be used more effectively when sales are naturally more active. Six to ten weeks prior to a sales event detailed plans are made to obtain the items to be offered, department heads submit their lists and they are discussed as to their supply, quantity, price and markup, compared with previous events and plans made as to what to do with leftovers. The lists are in triplicate for the advertising and sign department, the receiving room and department heads. Publicity is planned at this time. Two weeks before the sale the receiving room is followed up and the merchandise supplies checked. The rough ad copy is prepared and price cards made. Special items are spotted around the store in several places so that customers will see other items which make the sale profitable. Direct mail is sent out and the announcements in the papers appear two or three days prior and a preview for selected customers is held. Finally the personnel is prepared by managers so that their enthusiasm will in turn pass on to the customer. Most important is the removal of special prices and leftover items immediately after the

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Dependability is above price! Rivets made to sell at a price make dissatisfied customers for us—and for the Jobber. Only the finest in materials, equipment and labor are used in the production of every T R & S Rivet. You may pay a little more for our rivets but that little is your guarantee of satisfied customers—and that's the best insurance we know of for the future of your business. Play safe—sell T R & S Rivets—quality pays dividends in good will.

TUBULAR RIVET & STUD COMPANY
BOSTON, MASS.



The largest factory in the world devoted to the manufacture of Tubular and Clinch Rivets.

"The Most Profitable Item We Have In Our Store"

A retail hardware dealer in Illinois wanted ***first hand*** information regarding Speed-O-Lite Floor Sanders and if they were ***profitable*** to handle. They wrote to the Adam Decker Hdwe. Co. of St. Paul, Minn. Their enthusiastic reply should interest every Hardware dealer—

"We have your letter of July 20th, in reference to the Lincoln-Schlueter Speed-O-Lite floor sander, and you ask if this is a profitable business. We can say yes; it is the most profitable item we have in our store.

After operating this particular machine for ten months and keeping an exact record of the rentals, the rentals alone, not including the sand paper or floor finishes, brought us in $569.00. In the ten months of operation our repair bill amounted to 42 cents for a belt.

We know that you will not be disappointed if you purchase this machine as we have operated other makes and find this one the most satisfactory and economical.

Yours truly,
Adam Decker Hardware Company,
By H. F. Tierney (Signed)
Paint Department.

P. S. Since purchase of 1st machine 10 months ago 3 additional Speed-O-Lites have been purchased by the Adam Decker Hdwe. Co.

Springtime Is Sander Time—

Act now. Be sure of your Sanders. Remember also that renting from 2 to 4 sanders is *more profitable* than a *single* one. Note these outstanding features of the—



Sold Complete and Guaranteed For One Year

SPEED-O-LITE Floor Sander

1 EFFICIENT. Puts a ball-room finish on floors no matter how badly they are worn, warped or marred.

2 LIGHT WEIGHT. Easily carried by one man—may be operated successfully by any inexperienced person.

3 SURFACE—right up to the quarter-round—a feature not found in other machines, minimizing hand work.

4 MOTOR. Constant speed, high torque, ball-bearing. Guaranteed against burn-outs.

5 BUILT—with ball-bearings throughout, eliminating internal friction and wear, adding years of life to the machine.

Send for Folder Entitled

623 Dealers averaged $63.37 per month

Use the Handy Coupon.

Lincoln-Schlueter Floor Mach. Co., 212 W. Grand Ave., Chicago, Ill.
Please send us full information covering the new SPEED-O-LITE SANDER. ☐ Interested in time payment plan.
Name
Address
City State

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WITH A *Cool*

Shower of PROFITS



It's a red-hot seller with a cool profit for you. The hotter the weather the more sales and profits you make.

Pep-Up
MOVABLE INDOOR-OUTDOOR
HOSE CONNECTION
SHOWER

CUSTOMERS buy on sight. Show it and it sells itself. Beautifully nickeled on brass. Easy to install, indoors or outdoors. Just attach to hose and hang up by patented, self-adjusting bracket as furnished.



Retails for $1.00 with an attractive dealer profit. Your jobber can supply you, or write direct to us. A real advertising program and plenty of sales promotion material back of this product.

The Schaible Foundry & Brass Works Company
1088 Summer Street
CINCINNATI, OHIO

event, and the windows are changed. People are not allowed to believe they can get these items and prices at any time other than when the sale is on. Frank H. Sticht, Stewart & Bergen, Fort Plain, N. Y., told how modernization of their store with the aid of Secretary Foley and Field Secretary George Hoy had improved their business. He pointed out that the public enjoys shopping where they find well arranged and attractive displays; modernization simplifies inventory and is a necessary thing in these times.

Speaking on "Outside Selling" R. A. Chandler, of Sylvania, Ohio, gave an informative outline of his methods and voiced a confident opinion that hardware dealers can successfully operate in this department of selling, but that it must be lifted from the level of ordinary canvassing or merely following up live prospects. Sales planning and sales strategy and showmanship are both needed to counteract the many other things which take the customer's dollar—movies, automobiles, etc. Outside selling, said Mr. Chandler, is the best method of combatting syndicate selling. The wide variety of hardware merchandise makes the hardware salesman the envy of utility salesmen and in the Chandler selling plan salesmen are supposed to sell all lines. Experienced men are needed and their experience is that about one in five are successful and stay on the job in the face of discouragements. Mr. Chandler illustrated his talk with charts showing the proportion of drawing account, commission etc., his men receive, all their salesmen's earnings being based on the profits made.

Vice President Albert D. Martin, of Rochester, N. Y., using charts and actual merchandise bought in chain stores and in independent hardware stores, showed that on about one hundred items selected the hardware man can successfully meet the chain prices and have a good average margin of profit. At the same time he pointed out that some of the items offered by the chain store were better than those from regular stores and in all other cases the goods were comparable in quality. He urged more attention by independent sources of supply to further help the independent merchant to meet his competition and also asked for more energetic merchandising on the part of his hearers.

The final session on Friday morning was addressed by Horace P. Aikman, Cazenovia, N. Y., whose subject was "Profit Planning." Mr. Aikman reminded of the forthcoming taxes of various kinds, including those for old age pensions and unemployment insurance and said that they must all come out of profits, necessitating proper cost control and accounting. He explained the State Association's cost accounting system and urged full use of it to help the merchant know where he is going and so that he will be in a position to show and analyse his cost figures. With this system it is unnecessary, he said, to be without accurate and easily available figures.

J. A. Warren, Managing Editor of HARDWARE AGE spoke on "Employee Training" stressing the need for leadership and example by the employer and realization by both employers and employees that their existence in business is challenged if they do not determine to succeed together. Encouragement of ideas, acceptance of common responsibilities by both parties, possibilities of greater sales by trained employees, the study of better forms of speech for selling, keen observation of customers buying potentialities, and the belief that trained employees could not be developed through sets of rules and regulations were points of his talk.

The Association Twenty-Five Year Club held a luncheon on Wednesday, presided over by Martin Van Dussen, Rochester, former President of the Association, who spoke feelingly of the organization and reported that 185 firms had been in business for more than twenty-five years. Mr. Van Dussen voiced high hopes for those who would yet gather at these luncheons and eulogized those who had gone before.

The resolutions committee urged study and adherence to the statement of merchandising principles; commended jobbers who assist in the solution of the competitive problem; urged retailers and wholesalers to endeavor to closely study expense items so they may be better able to compete with other systems of distribution; asked publication of a list of manufactured products which are given preferential discounts; opposed open price filing; insisted that manufacturers who distribute goods through retail hardware stores should not set up their own retail outlets; opposed further tax burdens; and expressed positive opposition to the Walsh Government Contract Bill, the O'Mahoney Licensing Bill and the Black Bill for a thirty hour work week.

Luncheons and bridge at the

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STRIKE OUT

FOR MORE BUSINESS

NOW!

USE—

Lists That Bring Maximum Success To Your Direct Mail Sales Promotion Advertising And To The Personal Sales Contacts Of Your Salesmen

We can supply you with the following lists:—

1333 Outstanding Major Hardware Retailers whose sales exceed $50,000.00 Annually. For $15.00

11458 Major Hardware Retailers whose sales exceed $30,000.00 Annually. For $6.00 per M.

6545 Hardware Retailers whose sales are $20,000.00 to $30,000.00 Annually. For $6.00 per M.

15772 Hardware Retailers whose sales are less than $20,000.00 Annually. For $6.00 per M.

33775 Hardware Retailers (Complete List). For $4.50 per M.

8144 Builders' Supplies Dealers. For $6.00 per M.

1043 Department Stores handling Hardware and Housefurnishings. For $6.00 per M.

We also supply lists of hardware retailers in one state or in as many states as may be desired. When more than 2000 names are purchased, the price is $7.00 per M names.

ALL LISTS ARE COMPILED IN LOOSE LEAF LIST FORM. WHEN DESIRED ON 3"x5" CARDS THERE IS AN EXTRA CHARGE OF 60c PER M. FOR THE CARDS.

WE ALSO DO ADDRESSING AND MAILING OF CIRCULAR MATTER AT REASONABLE RATES.

Ask for Details

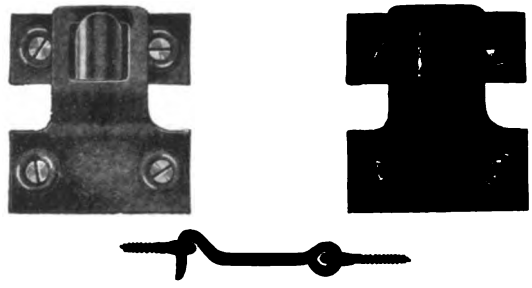
HARDWARE AGE

Direct Mail Addressing Dept.

239 West 39th Street, New York, N. Y.

GRIFFIN

No. 1124 Screen and Storm Window Sets



Illustrations HALF SIZE

One pair No. 724 Cadmium Plated Screen or Storm Window Hangers. One 1½ Hook and Eye complete with screws. Each set packed in an envelope. One dozen sets in a box.

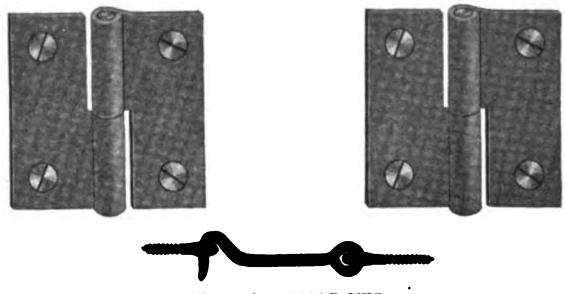
No. 730 Wrought Steel Loose Pin Hinge With Button Tip



Illustration ONE-THIRD SIZE

Loose pin hinge with button tip. Full surface. Length of joint 3 inches. Screw holes of one leaf are countersunk on both sides. Packed half dozen pairs in a box with screws. Size of screws ¾ x 8.

No. 1706 Screen and Storm Window Sets



Illustrations HALF SIZE

One pair 2 x 2 No. 706 Cadmium Plated Loose Joint Butts with *Brass Pins*, one 1½ Hook and Eye. Complete with screws—each set packed in an envelope, one dozen sets in a box. Specify right or left hand.

GRIFFIN

Manufacturing Company

ERIE, PENNSYLVANIA

MANUFACTURERS

Agents

NEW YORK: 45 Warren St. BOSTON: 113 Purchase St.
CHICAGO: 162 N. Clinton St. SAN FRANCISCO: 703 Market St.

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COMPLETE DRIP COFFEE
MAKING AND SERVING SET

To Sell at Popular Prices with Grand Profit

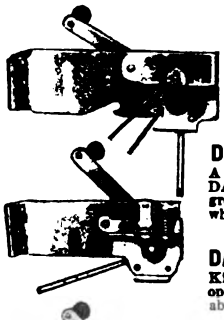
Beautiful Vitreous China in a complete set with sugar and creamer to match. Also Drip Coffee Maker without sugar and creamer and in complete range of sizes—2, 4, 6 and 8 cup. As a set or an individual Drip Coffee Maker, it will outsell anything of the kind you have ever had. Be first in your neighborhood to display it.

ASK YOUR JOBBER'S SALESMAN FOR PRICES

PORCELIER MFG. CO.
GREENSBURG, PA.

TURNOVER CHAMPIONS

Coast to Coast selling champions because they are first of all QUALITY champions. Keep ample stocks always.



DAZEY *De Luxe*
Formerly SPEEDO
America's best value in can openers. Guaranteed for 5 years—built to last a lifetime.
*$1.69 RETAIL

DAZEY *Senior*
A value second only to DAZEY DeLuxe. Rapidly growing in popularity everywhere.
*$1.39 RETAIL

DAZEY *Junior*
King of lower priced can-openers. An amazingly durable and efficient article.
*69¢ RETAIL



DAZEY *Speedo*
SUPER-JUICER
An exceptionally efficient juicer for lemons, oranges, small grapefruit. Striking appearance. Gets more juice easier. Automatically strains out seeds and pith.
*$1.75 RETAIL



*Minimum retail prices—slightly higher west of Rockies. Order from your jobber.

DAZEY *Sharpit*
Patented twin wheels make skill unnecessary for sharpening any edged tool. A Godsend in any kitchen.
*$1.50 RETAIL

DAZEY CHURN & MFG. CO. 4301 Warne Ave., St. Louis, Mo.

Hotel Syracuse occupied the afternoons for the ladies, a stag party was held by the Brooklyn Hardware group attending on Tuesday evening, and the annual banquet and dinner dance took place on Thursday evening in the grand ball room of the hotel.

Harold W. Allen, Clinton, succeeded R. C. Boyce, Wellsville, as President; Albert D. Martin of Rochester is first vice president and A. F. McEvoy, Hudson, second vice president. John B. Foley, Syracuse and Frank E. Pelton, Herkimer, are Secretary and Treasurer, respectively. The directors for the coming year are: Thomas J. Johnston, Fulton; John A. Herrick, Southampton; Edward O. Winegar, Buffalo; C. F. Lawrence, Katonah; R. J. Atkinson, Brooklyn; John W. Spalding, Lockport; J. A. Peck, Elmira; D. M. Herron, Auburn; C. H. Flanigan, Minoa; Bernhard Wankel, Jr., New York; Anthony Hermann, Glendale; W. E. Robbins, Wellsville; J. Close, Middletown; Milford Howe, Canton.

Wisconsin Convention

(*Continued from page 68*)

tively than does the independent by adjusting the number of their employees to business necessities and paying their salespeople in proportion to the business they are able to sell.

A suggestion that there might be room in the hardware field for a voluntary wholesale cooperative organization such as the Red & White Corp., wholesale grocery voluntary, was contained in the address, "What Others are Doing," presented by L. W. Hitchcock, of the Red & White Corp., Chicago. Mr. Hitchcock, in outlining the manner in which Red & White operates to meet chain competition, declared the program provides not only for coordinated buying, but has placed tools in the hands of the retailer to assist him sell his merchandise.

Quoting the proverb, "Wise Men are Those Who Profit by the Wisdom of Others," Paul M. Mulliken, merchandising manager, Simmons Hardware Co., St. Louis, Mo., as the concluding speaker on the Thursday morning program, pointed to the success of the Red & White Corp. in meeting chain competition in the grocery field. Continuing his address, the subject of which was, "It Can Be Done," Mr. Mulliken declared that properly coordinated buying is the wholesaler's job, and that of selling the retailer's. It is only through cooperative efforts that the benefits of big business will be made possible to the independent retailer, he said.

Hardware dealers and exhibitors, their wives, sweethearts and employees frolicked Thursday evening at the Festival of Fun staged in Kilbourn and Juneau halls of the Auditorium.

Opening the Friday morning session, Secretary Lewis, in his report, declared that the association's program for 1936 included everything that it could lawfully do to effect a cure of competitive ills.

A comparison between competitive circulating heaters and ranges and those sold by the independent hardware dealer was presented by B. B. Turner, sales promotion manager, Globe American Stove Co., Kokomo, Ind., in his address on "Analyzing Merchandise." He advised dealers that people want uses, not things, and suggested that in selling heaters and ranges the retailer explain performance, durability and economy, rather than weight and construction. "The greatest need today is for salesmanship," Mr. Turner declared.

Following a 15-minute question box period, conducted by Theodore Suennen, Hudson, George J. Dickof, Marshfield, presented the report of the auditing committee, followed by that of the resolutions committee, presented by Edgar Kroner, La Crosse.

Resolutions adopted included those endorsing the stand of the National Retail Hardware Association in the matter of legislation to eliminate discriminations against independents; approving the resolution of the Detroit Congress with respect to manufacturer outlets and opposing the passage of the Walsh government contract bill, the O'Mahoney licensing bill and the Black bill for a 30-hour week. The association also gave its stamp of approval to the filing of sales policies by manufacturers and declared itself as opposed to price-filing and to any additional taxation by the government.

A slate of directors offered by the nominating committee resulting in the election of Darwin Follette, Coloma, as a new director and re-election of Theodore Suennen, Hudson; R. I. Baumann, Philips;

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Nationally Advertised

RODS THAT SELL

Outdistancing all competition for three seasons because they are made of an exclusive grade hi-carbon oil-tempered steel that will stand the gaff under all conditions. A big profit item for dealers everywhere, in sizes ranging from 50¢ to $2 list. Beautiful—well balanced—strong eye appeal—and nationally advertised in outdoor magazines.

A Genuine PREMAX Product — PREMAX — Made in NIAGARA FALLS, U.S.A.

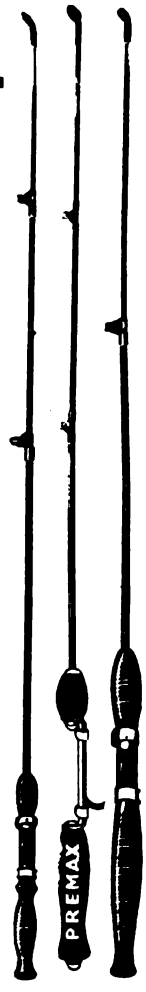
This label is your protection. You'll find it in full color on every genuine PREMAX SOLID STEEL ROD. Every one an astounding value in genuine satisfaction.

BIG RESULT DEALER HELPS

Display cards, envelope stuffers, bulletins, catalog pages help introduce this best rod in America. Get all the helps and then listen to the cash register chorus when the season opens.

SEND FOR BULLETIN A AND PRICES

PREMAX SALES DIVISION
CHISHOLM-RYDER CO., INC. NIAGARA FALLS, N.Y.





You can meet the full requirements of your screw product trade when the complete HOLTITE line is on your shelves. Standardize on these dependable units—they'll return substantial profits. Carry the line you can sell with complete confidence in its guaranteed quality—no dissatisfaction, no adjustments, no delays, no chance of losing profitable repeat business.

Sold through Hardware Jobbers

CONTINENTAL SCREW CO.

SOUTHERN BRANCH
1421 Fort Street
Chattanooga, Tenn.

Office & Factory
NEW BEDFORD
Massachusetts

WESTERN BRANCH
6529 Russell Street
Detroit, Michigan

One Can . . . Many Uses



EAGLE

2-in-1

Seamless Welded Steel

Gasoline and Oil Can

A double purpose, heavy duty can, in two sizes, which may be used as a filler or supply can. The flexible spout is quickly removed and clamped securely to top of can where it is out of the way but always available. This can is also provided with the "Handy-Grip" cap which never sticks. Trucks carry this can as combination supply and filler can for oil—no funnel needed to fill crankcase. Also found indispensable by garage and filling station attendants, utilities, oil companies and highway departments. Ask your jobber about the Eagle 2-in-1 can, or write us direct.

EAGLE MANUFACTURING CO.
Wellsburg, W. Va.

STEARNS

1936 Power Lawn Mower Sensation

A new STEARNS power lawn mower with 18" cut—to retail for only $74.50. Pneumatic tires $7.50 extra.

$74.50



Four other models from 18" to 27" cut.

Prices from $94.50 to $235.00

All of the STEARNS features are built into these new power mowers. They are as outstanding in quality and performance as they are in price. . . . Our liberal dealer discounts make this the money-making line for 1936. Ask your jobber, or write us for details.

E. C. STEARNS & CO. SYRACUSE, N. Y.

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THEY PULL—CLINCH—HOLD



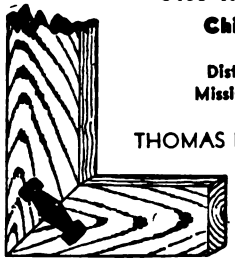
Cadmium Plated—2 Sizes

SKOTCH FASTENERS

BEST FOR MAKING ALL TYPES OF WOOD JOINTS

Screens Furniture Toys
Signs Scenery Boxes
Glued Joints Repairs

Manufactured by
SUPERIOR FASTENER CORP.
6405 Northwest Hy.
Chicago, Ill.



Distr. East of Mississippi River

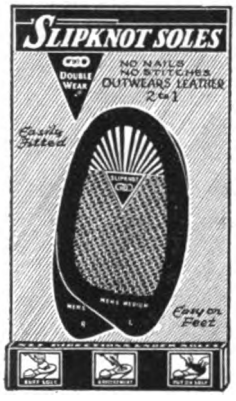
THOMAS PRODUCTS CO.
15465 Indiana Av.
DETROIT
MICH.



MANY USES—MANY SALES

Slipknot Friction Tape is a steady repeat seller. Extra adhesive—binds tightly—holds securely. Lasts longest—never dries out. Edges cannot ravel. In 1, 2, 4 and 8 oz. rolls.

SLIPKNOT SOLES are easily fitted and attached to any size shoe. No nails—no stitches. Finest quality rubber.



Outwear leather 2 to 1. Each pair on a Striking Colored Card with Tube of Double Strength Sole Cement. Sizes for Men's, Women's and Children's Shoes. Sold through Jobbers. Write for details to

PLYMOUTH RUBBER COMPANY, Inc.
Largest Rubberizers of Cloth in the World
188-200 Revere St. CANTON, MASS.

George J. Dickof, Marshfield; Edgar Kroner, La Crosse; A. Vanden Wymelenberg, Green Bay, and M. E. Douglas, Janesville.

The convention concluded with a noonday luncheon meeting of the directors, held at the Schroeder Hotel, and at this meeting Mr. Suennen was elevated from the position of vice-president to president; R. I. Baumann, Phillips, was elected vice-president, and Mr. Dickof, secretary-treasurer, succeeding Mr. Baumann.

Panhandle Convention

(*Continued from page 60*)

out from "busting sod" with an ox and a double plow to the modern farm machinery. Optimism for the Panhandle farmers and farm dealers was seen by Mr. Langham as reasonable because of his observations of good soil conditions, sane methods and sound judgment of Panhandle settlers and farmers.

Specialty selling was discussed by B. Sherrod, Lubbock, Texas, who defined a specialty as that piece of merchandise upon which special, out-of-the-store sales methods are used. He admonished dealers to "Watch your profit margins, know your net, keep your servicing costs down to about 2 per cent and rents around 3 per cent. Don't let sales expense eat you up, watch trade-in expense closely here."

Forum discussions of the convention centered around "trade-ins." Admitting that there must be trade-ins, the general opinion was that it was an individual problem with each dealer, one that would eat up his business if not handled wisely.

As the final convention speaker, L. H. Buisch, merchants' service bureau, National Cash Register Co., Dayton, Ohio, used talking signs to drive home his ideas. With the subject of "Stepping Up Profits," Mr. Buisch pointed out by signs, "You can not run your business by guess and by gosh." "Face the facts, all the facts." "Don't be handicapped by habit." "Fundamentals of selling are—Advertise, Modernize, Display, Supervise, Control." Three brackets under control stressed control of merchandise, transactions and salesmen. "Take stock of yourself. You are your greatest asset." "73 per cent of sales failures are due to the human element." "Respect Yourself and Your Merchandise."

Organization of a 25-year club, composed of those firms which have held continuous membership in the Panhandle organization for 25 years, made E. W. Hardin, president of the Amarillo Hardware Co., president of the group.

All entertainment features were provided by the Panhandle Hardware and Implement Travelers. Visiting ladies were entertained with a matinee party, a tea and a luncheon at the Country Club. Climaxing the entertainment program was the annual banquet, floor show and dance, when the P.H.I.T. was host to 500 guests.

California Convention

(*Continued from page 62*)

first vice-president; R. F. Liston, Morgan Hill, second vice-president, and Le Roy Smith was reelected manager-treasurer for his 28th term. A. W. MacKillop, San Francisco, retiring president, was named to the advisory committee.

Tuesday night, February 4, the group held its annual "Hardware Jinks" dinner in the Blossom Room dining room of the Casa del Rey with 179 attending. The ladies present had to introduce their men companions. Harry Crowe, past president, was toast-master.

It was voted to hold a golf tournament and a skeet shoot the Sunday before the next convention convenes. Golf was inaugurated this year.

Plaster Base Insulation

"Milcor-Silvercote" consists of a corrosion-proof, reflective insulation combined with Milcor Metal Lath. Reflective principle of insulation is embodied in the Silvercote backing which is said to turn back from 80 to 95 per cent of the radiant heat which strikes it. Surface consists of a mineral, homogeneous polished pigment. It meets insulation tests of moisture-resistance and durability. Maker states surface cannot oxidize or corrode. Metal lath which functions as the plaster base for the new product is heavily galvanized in order to insure permanence and durability. An attractive, illustrated booklet describing Milcor-Silvercote, is available on request. *Milcor Steel Co.*, Milwaukee, Wis.

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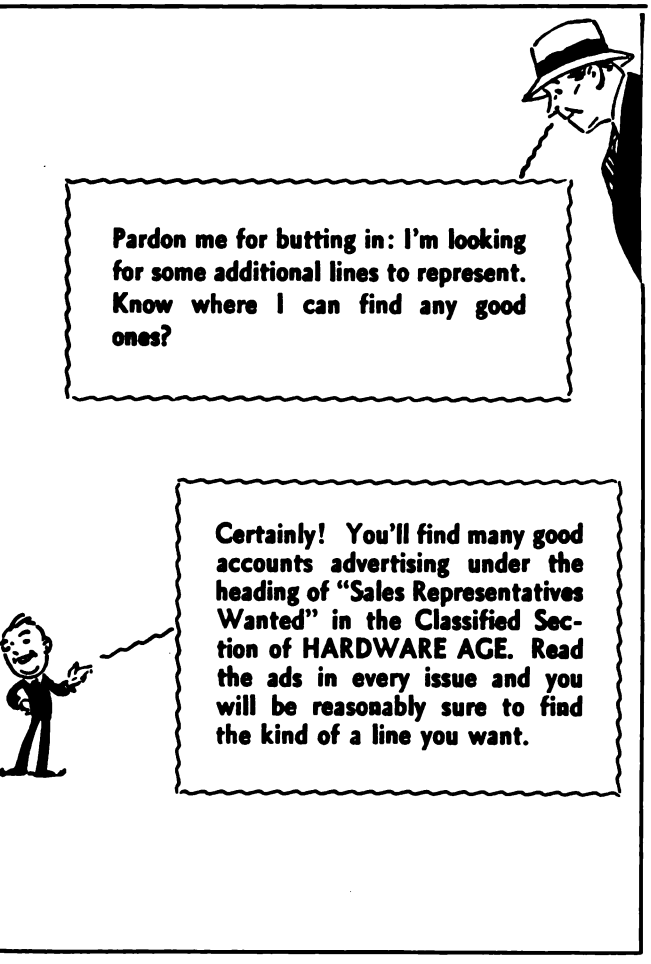
Biggest Ad Campaign Backs Vigoro Dealers

Boom sales expected

- During the garden buying season Vigoro messages will appear in 21 metropolitan centers through the popular newspaper magazine supplement *"This Week." Local newspapers* blanketing the entire U. S. will fortify this program with numerous potent Vigoro advertisements . . . thus carrying the story of Vigoro into *practically every community.*
- *Interesting*—these Vigoro ads will get instant attention by high-lighting serious problems that every home gardener faces and wants the answer to — weedy lawns, stunted flowers, worms, and grubs, etc.
- *Fast selling*—the ads will tell how these gardening problems can be *solved* by feeding Vigoro — the *complete* plant food that supplies all eleven food elements needed from the soil.
- Big-space ads in 8 leading home and garden magazines will back up this barrage in newspapers—will give *double-selling* on best prospects for Vigoro.
- For years Vigoro has been the world's *largest selling* plant food — *most profitable* plant food for garden supply dealers to feature. Tying in with Vigoro's gigantic 1936 campaign is sure to produce record-breaking sales!
- Powerful help in putting over *your* Vigoro promotion is at your command. Shrewdly planned electros for your newspaper advertising or catalog are offered *free*—also dynamic store and window display pieces. *Get them now* from your Vigoro salesman—or write the address below.
- If you're one of the few dealers not already handling Vigoro, write for attractive dealer proposition.

Swift & Company Fertilizer Works

CHICAGO, ILLINOIS





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Lifetime
STAINLESS STEEL WARE



DISPLAY NEW INTRODUCTORY DEAL IN YOUR WINDOW AND ATTRACT BUYERS TO YOUR STORE

Introductory deal consisting of all the everyday needed utensils. Priced to sell in volume at a 50% margin to you. It's a hot proposition.

order from your Jobber

STAINLESS STEEL PRODUCTS CO.
La Grange, Ill.

"HOTEL" CHAIN



● Expressing Philadelphia's ultimate in modern appointments and guest comfort.

1200 OUTSIDE ROOMS
1200 MODERN BATHS
RATES BEGIN AT $3.50

"PHILADELPHIA'S MODERN



LARGEST UNIT IN UNITED HOTELS

BENJAMIN FRANKLIN HOTEL PHILADELPHIA
Samuel Earley, Mgr.

Illinois Convention

(*Continued from page 64*)

pressed its full sympathy with the decision of the board of governors of the National Retail Hardware association to support such of the measures now pending or that may be introduced in the present session of Congress as appear to offer greatest assurance of elimination of discrimination.

As guests of the Peoria Retail Hardware Association, headed by William A. Swanson of the Uplands Hardware Co., visiting dealers convened in the State Armory, where there were exhibits of 86 manufacturers. Dealers experienced a degree of "martial law," because in the same building four companies of the Illinois National Guard were mobilized for strike duty in the neighboring town of Pekin.

One of the highlights of the three-day meeting was the annual banquet at Hotel Pere Marquette, convention headquarters, where an elaborate program of entertainment and dancing filled the evening. A stag party preceded the convention, and throughout the meeting wives of dealers were entertained at luncheons, bridge and theatre parties.

Peoria will entertain the State Association in 1937.

North Dakota Convention

(*Continued from page 66*)

edies for meeting this sort of competition.

At the concluding session A. F. Hoff, Wishek, was elected president. Other officers named: Harvey A. Neddaught, Westhope, and Peter Fugelso, Minot, first and second vice-presidents; Miss Louise J. Thompson, Grand Forks, reelected secretary-treasurer; and George J. Boley, Carrington, W. J. Gust, St. Thomas, Loren Elenbaum, Langdon, J. J. Schmitz, Valley City, Dupont Bjelde, Mayville, Howard Connolly, Devils Lake and Hilmen, directors.

The executive committee will select the 1937 convention city at a later date.

Southern California Convention

(*Continued from page 59*)

salesmanship and courtesy. "Center sales effort on profitable merchandise and forget about chain store competition. Go out after business which pays dividends. Forget about the petty little items which pay a penny profit. It is not the merchandise which is sold, but that which stays sold that counts," were some of his points.

Along in much the same vein, J. C. Snell told his audience it was not enough for a man to know he made so much money, but exactly where he made it, as he argued for every dealer to have a good, plain, simple record system which would reveal which department was making money and which one was a losing proposition, *and why*.

Hailed as the Roger Babson of the Pacific Coast, George H. Eberhard gave his version of what 1936 means to us. Forget about this being Presidential year, for it will in no way affect business, and discount all political talk that taxes will be reduced, for in the past 300 years taxes have steadily mounted, he pointed out. Prediction was made of a tremendous real estate boom and wave of prosperity for the country which would have its center in Southern California. "And," he admonished, "following this bigger and better boom, we will have a bigger and better depression."

A plea for more consideration of the problems of the small independent retailer, particularly his advertising problems, was made by Ralph Feuerborn of Van Nuys. Jobbers, he voiced, should have an individualized advertising service to help the little fellows sell the thousand and one items they have for sale. There should be a hardware advertisement in every issue of the local papers, and the main reason this is not done is the trouble of preparing this copy. "The average hardware copy is terrible. Sales promotion is what we small fellows need badly," he concluded.

Many resolutions tending to improve the condition of the independent hardware dealers were passed.

The following officers were elect-

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Whether It's JUNE or JANUARY

There Is Always a Demand For A Year 'Round Profit Maker

"Black Leaf 40"

"BLACK LEAF 40" enjoys a constant year 'round demand, because of its many varied uses. "Black Leaf 40" kills aphis, leaf hopper, thrips, red bugs, etc., in the garden. It aids in the control of damaging insects on fruit. It is a most economical means of poultry delousing, killing lice on livestock, etc. Sprayed on shrubbery and evergreens, "Black Leaf 40" keeps dogs away.

More Profit—Faster Turnover



These many uses make "Black Leaf 40" the universal insecticide. They also make it unnecessary for you to carry a wide stock of insecticides. To you they represent quicker turnover and more profit.

Check your stock for all sizes so that you can take advantage of the constant national advertising appearing in nearly 200 different publications. Your jobber will be glad to furnish counter display material to help you sell.

TOBACCO BY-PRODUCTS & CHEMICAL CORP.
Incorporated Louisville, Kentucky

A Sure Trick . . . *for Greater Profits*

LEAD with TRUMP

. the new chrome green NO-MAR finish Hand Garden Tools will clinch your customer's selection because of its obvious strength and durability. A sure trick for more Spring sales and greater profit. . . . Order TRUMP Hand Garden Tools today. Either individually or in the three-piece set illustrated.



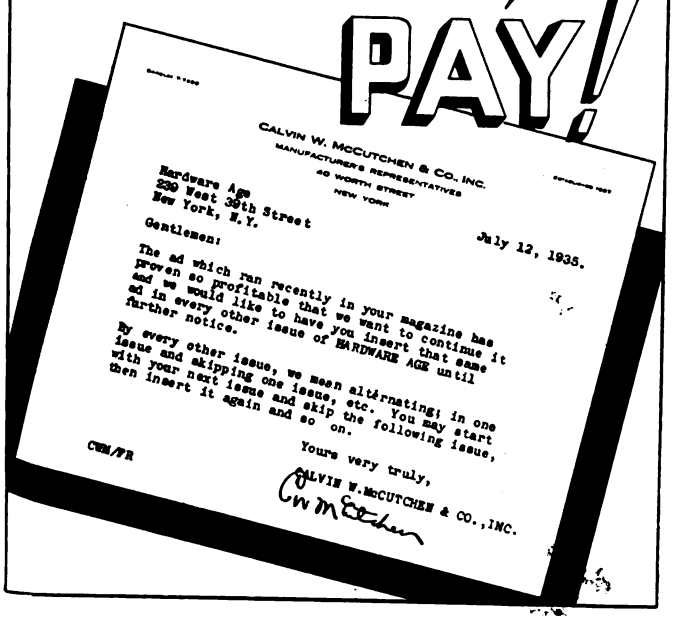
NO-MAR FINISH

ANIMAL TRAP COMPANY OF AMERICA
LITITZ, PA. NIAGARA FALLS, ONT.

RESULTS COUNT

Classified ads in Hardware Age

PAY!



CALVIN W. McCUTCHEN & CO., INC.
MANUFACTURER'S REPRESENTATIVES
40 WORTH STREET
NEW YORK

Hardware Age
239 West 39th Street
New York, N.Y.

July 12, 1935.

Gentlemen:

The ad which ran recently in your magazine has proven so profitable that we want to continue it and we would like to have you insert that same ad in every other issue of HARDWARE AGE until further notice.

By every other issue, we mean alternating in one issue and skipping one issue, etc. You may start with your next issue and skip the following issue, then insert it again and so on.

Yours very truly,

CALVIN W. McCUTCHEN & CO., INC.

CWM/FR

HANDEE

TOOL OF 1001 USES!

Profitable . . . Easy to Sell

A demonstration fascinates every one who sees it and makes sales. This marvelous tool is a great window and store attraction. Our advertising in national publications with 5,000,000 monthly circulation directs buyers to you.



Does away with slow hand work. 110 volt A.C. or D.C. 13,000 r.p.m. For use at home, in shop or take to job. Uses 200 different accessories—grinds, polishes, routs, drills, cuts, carves, sands, saws, sharpens, engraves. Retail price $10.75 and up. 3 Accessories FREE



De Luxe MODEL!

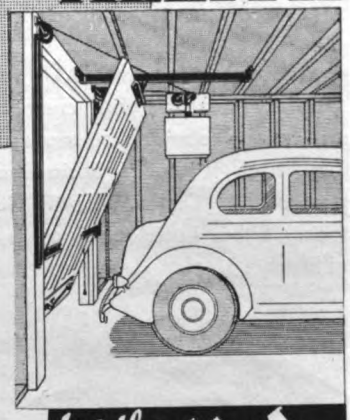
25,000 r.p.m. For constant service, nothing else like this easy-to-handle tool for saving time and labor. The fastest, smoothest, most powerful tool for its type and weight, 12 oz. Length, 6"; diam. 1⅛". Retail price $18.50. 6 Accessories FREE

Write for discounts and our special offer to place in your hands a Demonstrator Outfit.

CHICAGO WHEEL & MFG. CO.
1102 W. Monroe Street
CHICAGO, ILL.

Digitized by Google

New 50-50 ALLITH



"Always on the Track"

Push Over Door Hardware

for the ROCK-BOTTOM Price Market

NOW you can meet the popular demand for a "over-head" lift-type door at the lowest price on record, sweeping away all competition.

ALLITH "50-50" Push Over door hardware *has all* the sales points—ALLITH quality, perfect action, no springs, no maintenance, no trouble, nothing to get out of order. Easy to install even on old doors when in good condition.

Write TODAY for details and prices.

ALLITH-PROUTY MFG. CO., Danville, Ill.

SHERMAN
Gold Label
NOZZLE



No Finer Hose Nozzle Made

For Those Who Want the BEST

The outstanding quality nozzle in the SHERMAN line. Highly polished bronze, machined and assembled with precision. Built to last. Wrapped individually in alternate colors of Black and White tissue. One doz. in attractive Gold Covered Display Box, trimmed with rich Black. ¾" size.

Write for literature and samples

SOLD THROUGH JOBBERS

H. B. SHERMAN MFG. CO.
Battle Creek Michigan

ed for the ensuing year: President, R. H. Westbrook, Riverside; first vice-president, M. D. Hammersley, Puente; second vice-president, Paul Rompage, Hollywood. J. V. Guilfoye was reelected to fill the important post of secretary-treasurer. Area directors are elected by a mail ballot by the members in each district at a later date.

It is interesting to note that in selecting the president and first vice-president, the association elevated two men whose fathers are old-time retail hardware men. R. H. Westbrook is the son of J. R. Westbrook of Riverside, who has been in the hardware business for 52 years and who formerly was associated with the Simmons Hardware Co.

M. D. Hammersley's father started in the hardware business 24 years ago, and is one of the original members of this association. Both these newly elected officers are rated as first-class hardware men in their own right.

Texas Wholesalers' Meeting

(*Continued from page* 70)

Adolphus, as the guests of the Texas Hardware Boosters Club.

Incumbent officers of the Texas Wholesale Hardware Association are: Charles E. Nash, Nash Hardware Co., Fort Worth, president; C. Stanley Roberts, Roberts, Sanford & Taylor, Sherman, first vice-president; Sol L. Levy, Black Hardware Co., Galveston, second vice-president, and Earl P. Singleton, Nash Hardware Co., Fort Worth, secretary-treasurer.

Members of the Executive Committee are: Raymond A. Slack, Huey & Philp Hardware Co., Dallas, chairman; W. W. Plowden, Sabine Supply Co., Orange; D. P. Seay, Morrow-Thomas Hardware Co., Amarillo, and Roy Smith, The Walter Tips Co., Austin.

North Coast Convention

(*Continued from page* 72)

merchandising efficiency . . . tell your story . . . you can't sell it unless you have it . . . other lines of retailing are going after the business more than hardware people who have apparently lapsed behind other common-ground retail outlets . . . salesmen should know what is in stock and what is advertised."

Convention matters occupied the attention of delegates during most of the meeting, but the 150 registered hardwaremen enjoyed a luncheon and entertainment provided by the Seattle Hardware Company and the Schwabacher Hardware Co., Seattle, wholesalers.

The complete roster of officers for the 1936-1937 term includes: A. R. Quackenbush, president, Eugene, Ore.; J. M. D. Hansberry, first vice-president, Seattle, Wash.; D. B. Chown, second vice-president, Portland, Ore.; and T. S. Coy, secretary-treasurer. Mr. Coy fills the vacancy caused by the resignation of Ray Cavanaugh, Auburn, Wash., who had served his association well for a number of years.

The following were named to the board of directors: W. J. McKenzie, Goldendale, Wash.; Richard Fendall, Forest Grove, Ore.; J. G. Bennett, Seattle, Wash.; Roland Hubbard, Medford, Ore.; F. A. Ernst, Seattle, Wash.; George E. Allen, Portland, Ore.; Ray McNair, Bandon, Ore.; C. G. Jennings, Tacoma, Wash.; Neil Cockran, Snohomish, Wash.; and A. L. Callo, Elma, Wash.

Electric Hair Clipper



Clipshave eliminates the use of blades, brushes, water, soap, lather, shaving cream or lotions. It is said to quickly and comfortably remove the toughest beard or finest hair, regardless of length, without clogging or getting dull and without injury to the skin. Operates on A.C. or D.C. current by plugging in socket and touching the starter wheel. It is supplied to operate on all voltages and may be ordered at no extra charge for special voltages. List price, $10. *Clipshave, Inc.*, 213 Summer St., Stamford, Conn.

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Raybestos

Quik flame

ASBESTOS

KINDLER WICKS

FOR OIL STOVES, RANGE BURNERS AND HEATERS

THE RAYBESTOS DIVISION
of Raybestos-Manhattan, Inc.
Bridgeport, Conn.

FIVE DIFFERENT SIZES

FOR ALL TYPES OF WICKLESS STOVES



WHERE TO BUY

GRASS SHEARS
PRUNING SHEARS, HEDGE SHEARS



No. 24 SF PRUNING SHEAR

A Fast-selling, Popular-priced Shear Every Dealer Should Carry in Stock.

WE ALSO MANUFACTURE:

Hose Reels
•
Steel Goods
•
Screen Hardware
•
Post Diggers
•
Corn Planters
•
Potato Planters
and
Numerous Other Spring and Summer Items.

Send for Catalogs.

THE C-K-R CO., 1836 Euclid Ave., Cleveland, O.

REAL sales representatives advertise in the "Sales Accounts Wanted" columns of the classified advertising section of HARDWARE AGE.



ALWAYS NEEDED!
A List of
WHOLESALE HARDWARE HOUSES *Giving*

Names and Addresses; Capitalizations; Lines Handled; Territories Covered; Number of Men Travelled; Names of Officers and Buyers.

Useful for

PERSONAL SALES CONTACTS
CREDIT DEPARTMENT
DIRECT MAIL WORK

Price $10.00 a Copy
Check with Order

HARDWARE AGE VERIFIED LIST
239 W. 39th ST., NEW YORK, N. Y.

NO MORE "GYP" FLINT
(AS FAR AS WE ARE CONCERNED)

Effective January First, 1936, we have discontinued the manufacture of Flint Sandpaper in the 8¾" x 10½" size.

On and after that date we offer only our First-Quality JEWEL Brand, full 9" x 11" size, made from first-quality materials and packed either in the waste-saving Jewel carton or the time-saving Jewel shelf dispensing box.

A Genuine Jewel Abrasive
BEST OF THE BETTER BRANDS

And—best of all—Genuine First-Quality JEWEL Sandpaper will cost you no more than the "scalped" size!

ABRASIVE PRODUCTS, INC.

Manufacturers of Coated Abrasives for Wood, Metal, and Leather Working
SOUTH BRAINTREE, MASS., U.S.A.

NEW

General descriptive catalog, now on the press, lists many improved time and money-saving abrasives.
Shall we reserve your copy.

Just mail the coupon—Pin it to your letterhead if you prefer.

Abrasive Products, Inc.
South Braintree, Mass.
Reserve my copy of your new catalog (H.A.4)

NAME

.....

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Repairs Broken Firepots Protects New Ones

A NEW DISCOVERY. A refractory material (industrial oven type) that saves stoves and fuel. It makes fires burn hotter, repairs cracked or broken fire boxes, protects new castings indefinitely. Ends smoke and soot, reduces ashes.

READY MIXED (no alibis) FIRELINE comes in sealed cans, ready to apply. Having the consistency of putty it is easily *molded* to firepot walls in any thickness. Any housewife can make her range better than new in a few minutes. You never have to alibi for FIRELINE.

GUARANTEED to withstand 3,000° F., not to crack, fuse or spall, FIRELINE does not have to be "babied", does not have to be constantly replaced.

WHEREVER FIRELINE has been introduced it has taken the community by storm. From neighbor to neighbor it builds your trade, brings new customers to your store. It has obsoleted all mix-and-smear-on stove linings. Be the first in your territory to announce it.

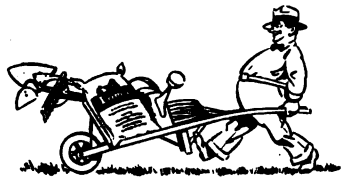
Fireline Stove & Furnace Lining Co.
1859-B Kingsbury St., Chicago

SAMPLE FREE



(Copr., 1936, Plibrico Jointless Firebrick Co.)

The best thing on earth for lawns and gardens



FREE Sales Helps

LŌMA'S 1936 dealer advertising material—new and colorful—includes:

3-Piece Window Displays — Counter Easels — Price Cards — Overhead Banners — Consumer Leaflets — "Good Gardening," etc.

Correspondence invited.

L Ō M A
61 Broadway, N. Y. C.

Lōma
THE PERFECT PLANT FOOD

Michigan Convention

(*Continued from page* 57)

sessions. Most of these panels were led by a selected group of Michigan retailers, with prepared material. These included: R. T. Davis, Adrian; C. H. Whitney, Merrill; Karl Katzenmeyer, Hillsdale; C. L. Goddeyne, Bay City; Ira Kaufman, Detroit; M. Sagendorf, Greenville; N. J. Waters, Paw Paw; Thomas B. Burns, Detroit; Ford J. Otis, Sandusky; L. A. Straffon, Croswell; W. R. Wolfinger, Litchfield; and F. A. Reynolds, Niles.

H. W. Bervig of Lansing, secretary of the Michigan Association, spoke on Wednesday on "Cooperation in the Hardware Industry," taking the novel position that the average retailer imposes too much upon the jobber in many ways. The ordering of too many small packages, instead of ordering in not less than dozen package lots in most lines, was a common fault. Cooperation will give the jobber a chance to live, too.

A. O. Eberhart, former governor of Minnesota, spoke at the noon luncheon, upon "Dollars and Sense of the Federal Housing Act." He gave a very forceful exposition of the act, and what the retailer can do to take advantage of it. He took the hardware men "behind the scenes" in Washington on the political issues involved.

J. Frank Grimes, founder of the Independent Grocers' Alliance, Cincinnati, of Chicago, spoke on "Planned Cooperation, the Coming Power in Marketing." Mr. Grimes dealt with the related problems of grocery retailing, believing they were largely identical with those in hardware. He contended that the housekeeper, too, would profit by buying in larger quantities, instead of asking, for instance, for delivery of a package of tacks. Just because she could buy cheap was no reason why she should. Every time she followed such a policy, she helped to depress her own family income, since low prices mean lower wages in the long run.

W. C. Judson, hardware dealer at Big Rapids, and new president of the association, discussed the new importance of table and open rack display, in contradiction to the older store policy of keeping most items on counters or in drawers, suggesting the practical sales appeal of the customer being able to pick up and handle goods.

Ray Badger, dealer at Saginaw, discussed "Organized Selling Outside the Store" with especial reference to the country and smaller town dealer. He advocated direct contacts with the trade, especially rural, in their homes, leaving equipment, especially electrical devices such as washing machines and separators, in order that the customer can come to like them—and then they will not want to give them up.

Ray T. O'Brien of the Dealers' Service Company, George Worthington Company, Cleveland jobbers, spoke on "Know Your Competition," citing comparative costs of chain and independent dealer operation again. He presented some fifty samples of comparative goods, from lawn mowers to one-inch chain store rope that measured 7/8 inches instead, and contended that chain store merchandise is commonly of inferior quality, lighter weight, etc. Chain store material in national mail order catalogs, he said, is usually cheaper in price than the same item in the chain's own stores, because of the higher cost of doing business through a store, but the catalog material frequently fails to come up to specifications. He concluded that the independent dealer has a definite competitive advantage.

John W. Reigel of the Bureau of Industrial Relations, University of Michigan, Ann Arbor, explained the provisions of current Social Security legislation affecting the retailer.

A grand "Jamboree" on Thursday night at the Hotel Statler was the final social event of the convention, with an informal program of acts and entertainment—not a staged banquet.

In addition to the business session on Friday morning, all the time was taken up by two short speeches, one by H. A. Daschner, new field representative of the Association at Lansing, on "Planned Merchandising," discussing what steps the association is taking to instruct dealers in adequate store merchandising and display.

Ralph L. Lee, executive engineer, and inventor, of General Motors, gave a closing talk on "How Your Customer Looks at You," advocating eliminating the brusque attitude of many hardware salesmen, and cultivating the attitude of giving service, instead of feeling that the clerk is doing the customer a favor.

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SUPER APEX

has a zinc coating almost twice as heavy as some other widely and more or less carelessly advertised lines.

On top of this zinc coating there is baked a coat of high quality enamel thus reducing corrosion almost to the vanishing point.

THE LIFE OF SUPER APEX
in "Salt Air," moisture or gaseous laden climates is almost double the life of cloth made by the old process.

STEEL — COPPER — GOLDEN BRONZE — SPECIAL ALLOYS
ANTIQUE BRONZE — ALUMINUM

HANOVER WIRE CLOTH CO.
HANOVER, PENNSYLVANIA

SURE GRIP ROPE CLAMP
Easily Tightened Easily Loosened



The only one of its kind! A pull on the rope tightens the line . . . a pull on the handle loosens it. Sturdy, efficient, unique. Takes 4 sizes of rope, from ⅛" to ⅜". In Malleable Iron Cadmium Plated or Solid Brass. Write for sample and low price.

SURE GRIP ROPE CLAMP CO.
98 MAGAZINE ST. NEWARK, N. J.

Amazing Action Display FREE



with small assortment of the new

CLOTH - APPLIED

VARNISH

Not a polish, nor wax, but a fine quality varnish that's applied with a cloth. Its bakelite content gives it longer wearing qualities. Resists alcohol, acid, water, strong soap or hot liquids. Dries in 2 hours with a hard glossy surface. Four sizes: 20c, 35c, 65c and $1.20.

Order from Your Jobber Now!

THE SHEFFIELD BRONZE POWDER & STENCIL CO.
3000 Woodhill Rd., Cleveland, Ohio

NOZZLES AND SPRAYS



"Justrite" Nozzle



Allen's Flat Spray with shut-off for tender plants.

ASK YOUR JOBBER

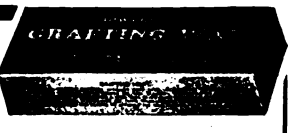
in a full assortment of styles and types and in a wide price range can be had in

ALLEN'S *SUPREME* LINE

FREE CATALOG Allen's big 1936 catalog containing over 100 items profusely illustrated with halftones and full color plates. Write today.

W. D. ALLEN MFG. CO.
566 W. Lake Street, Chicago, Illinois
28 Warren St., New York City, New York

TROWBRIDGE GRAFTING WAX

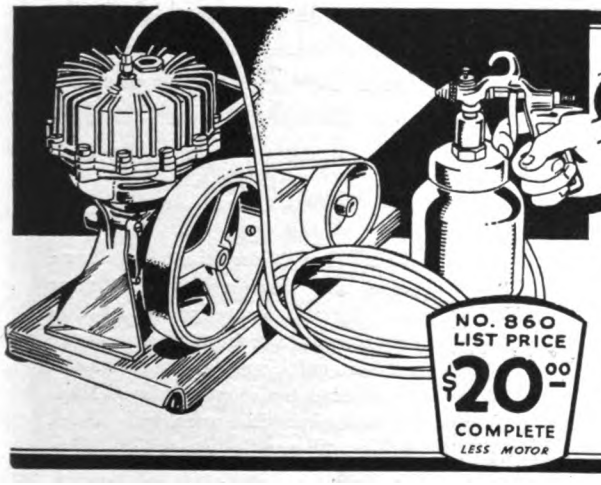


Best known Grafting Wax for 86 years. Used and endorsed by leading authorities in horticulture the world over. Preferred by most nurserymen and orchardists—

For Grafting, Budding and After Trimming

all kinds of fruit and ornamental trees, shrubs, vines, etc. Also for painting tree cuts and bruises. New ¼, ½ and 1 lb. pkgs.; also 5 and 10 lb. containers. Another fine product is TREEKOTE Emulsion for dressing, pruning and grafting all types of tree wounds. 1 pt. to 5 gal. cans. Write for prices.

WALTER E. CLARK & SON, Box E, Milford, Conn.



Speedy PAINT SPRAYERS

Fast, efficient "professional type" electric spray outfits for all general painting, etc. List at only $5.00, $14.00, $20.00. Auto power sprayers $2.60 and up. Splash feed oil system, new type diaphragm compressor, steady pressure, no cylinders, pistons or rings to wear out. Quality at low cost.

DEALERS
Write for complete details of models, prices and discounts. Sell Speedy Sprayers right off your counter.

W. R. BROWN CO. 2014 N. Major Ave. CHICAGO

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BIG $1.00 ITEM
REPLACEMENT DUST BAGS FOR ALL MAKES VACUUM CLEANERS

Note These Features: Instant Fasteners
Expert Stenciling Highest Quality Twill
Choice of Colors Attractively Boxed

We also make:

ELECTRIC HEATING PADS. BIG $1 ITEM.
MANGLE ROLLER COVERS. 50¢ ITEM.

OHIO TEXTILE SPECIALTY CO.
3444 W. 54th St. Cleveland, Ohio

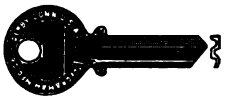


The Original
"HORSESHOE MAGNET" HAMMERS

Steel Forgings, Permanent Magnets. The best magnet hammers on the market. Give long and satisfactory service. The Hammer holds the tack.

ARTHUR R. ROBERTSON
Sole Manufacturer
596 Atlantic Ave., Boston, Mass.

KEY BLANKS
OF ALL KINDS



Catalogue on Request
GRAHAM MFG. CO.
Dept. W.
Derby, Conn., U. S. A.



Retails For 18 Cents

—at this low price Gardiner Repair-All (Acid-Core) Solder meets chain store competition and still allows a normal profit.

This exceptionally high grade solder is packed in handy and attractive cans—10 cans in a display box.

Jobbers everywhere can supply you with genuine Gardiner Solder.

Also in 1, 5 and 20-lb. spools.

Gardiner METAL CO.
4821 So. Campbell Ave., Chicago, Ill.

BURDEN
Horse & Mule Shoes



Hand puddled bar iron and iron rivets

BURDEN IRON COMPANY
TROY, N. Y.

COOK'S Gem NAIL CLIPPERS



MOUNTED ON THIS "SALESMAN"

Colorful, fast-selling display holds doz. clippers @ 35¢ ea. Good profit. Ask your jobber. Send for catalog price sheet.

The H. C. COOK CO.
ANSONIA, CONN.

Stimulate Interest in Tools

(*Continued from page* 35)

some company such as the Carborundum Company, Disston's or one of the paint companies, is present at each meeting. Facilities for showing moving pictures and for giving actual demonstrations of tools are provided, so that the lecturer is given every opportunity to put his talk across. The discussions following each lecture are one of the most interesting phases of the meetings.

An important stimulus to attendance are the door prizes awarded at each meeting. As the members arrive they are each given a numbered slip. At the end of the meeting a drawing is held and the member holding the number drawn is awarded the prize. Such prizes as $2 sharpening stones or $5 Disston saws are well worth winning.

On meeting nights the tool department comes in for a lot of attention before and after the lecture. New machines are set up and demonstrated, and all questions willingly answered. All types of tools may be examined at close hand, degrees of quality compared—and desires stirred that latter result in sales.

The Fleck store finds it well worth while to build up their Handicrafters' Club and their tool department. The interest aroused in the community stimulates the demand for tools, and Fleck's is naturally the place where these tools are bought.

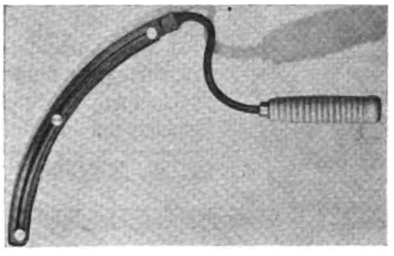
A Luminous Store Front

(*Continued from page* 32)

Fixed Charges		
Per Year—Depreciation at 20% per year	$100.00	
Interest at 6% per year	30.00	
Insurance (assumed)	15.00	
	$145.00	
Per month		$12.08
Operating Charges		
Per month—Energy (at 4c. per kwh.) (5 hrs. per day)	$12.00	
Lamps (1.8 renewals per year)	3.50	
Maintenance	5.00	
	$20.50	20.50
Total cost per month		$32.58
Circulation per month (in thousands)	75	
Cost per thousand circulation		$00.43

This figure, which is based on a more or less average type of display and conservative circulation, may be compared with the cost of $3.00 to $5.00 per thousand for newspaper advertising, street car cards at $1.00 per thousand, or even the $1.00 a day for a sandwich man. It may be pointed out, furthermore, that the luminous store front does its advertising directly at the store, which is the point of sale, an advantage not offered by various other advertising media.

Razor Blade Sickle

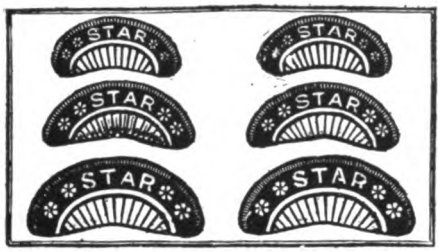


Gras shaver, for trimming lawns, hedges and shrubbery, utilizes razor blades for a cutting edge. Old blades may be used. Damaged blades can be easily and quickly replaced. It is set at correct edge for esiest cutting. Made of forged steel. List price, with blades, $1. *Gras Shaver Co.*, Ames Bldg., Boston, Mass.

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One Word—TURNOVER

A thousand words wouldn't tell the *profit story* of Star Heel Plates like one word—*turnover*. They SELL and REPEAT. Put up 3 pairs assorted on cards—1 doz. cards to bundle. Also bulk—¼ gross pairs in box. Sizes for *all* shoes. Sold by Leading Jobbers. Send for Samples and Prices.



STAR HEEL PLATE CO., Newark, N. J.

TRICO
COLORTOP
SHOCKPROOF
FUSES

Sell Because They Tell

Trico Fuses are made with COLORED tops—customers may secure any SIZE wanted from 6 to 30 Amperes by simply mentioning the COLOR. There's a distinct COLOR for *every size*. The top of every Trico COLORTOP Fuse is also made SHOCKPROOF. Cadmium Plated Metal Parts prevent corrosion and insure *better contact*—3 features that help make *quick sales*. Every COLORTOP fuse bears the *new* "Underwriters' Label." Packed in handy five-unit cartons of 50 fuses—10 cartons in attractive 7-color Counter Disp. Box. If your Jobber cannot supply—write to us.

TRICO FUSE MFG. CO.
MILWAUKEE Dept. H WISCONSIN

Increase dime sales WITH THIS NEW ALL-METAL REVOLVING DISPLAY CABINET *it's FREE!*



With an order for only 72 window front packets of Moore Push-Pins, glass and aluminum heads, and pushless hangers, you can receive absolutely free, this new, attractive revolving display cabinet . . . Dealers everywhere have told us that sales literally jumped the day they placed it on their counter. Start this very day to increase your dime sales . . . order from your jobber.

MOORE PUSH-PIN CO.
113-125 Berkley St., Phila.

C & L



600A TORCH
an unusual value at a popular price

This fine-quality tool is priced to appeal to the man who wants a fully enclosed burner and lock-down pump. The tank is finished in highly polished brass. It is strongly constructed and produces a powerful, well-controlled flame. C & L 800 and C & L 158A are two more low-priced torches suitable for the occasional user.

Write for folder to the
CLAYTON & LAMBERT MFG. CO.
Detroit, Michigan
Makers of World's Largest Selling Firepots

SURE-GRIP Hose Clamps

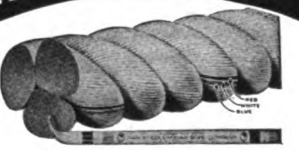


"Sure-Grips" have no raw edges to corrode because they are galvanized after all machining operations are completed. "Sure-Grips" fit tightly — and perfectly — on every hose. Clamps for special uses made to your own specifications.

Ask your jobber—or write us direct for price list.

J. R. CLANCY, Inc.
Syracuse N. Y.

COLUMBIAN *Tape-Marked* ROPE



To completely satisfy your customers, ask your jobber for COLUMBIAN *Tape-Marked*. You can tell it by the *Tape-Marker* in all sizes and the red, white and blue surface markers in ¾ inch diameter and larger.

Columbian Rope Company, Auburn, *"The Cordage City"*, N. Y.

WATERPROOFED - GUARANTEED

Silver Lake Sash Cord

GUARANTEED FOR 20 YEARS

Identified by the name SILVER LAKE stamped on every foot of cord.

EDDYSTONE—a superior sash cord long wearing and of high quality.

PELHAM—guarantees satisfaction.

NuCORD—a medium priced sash cord.

BENGAL—a good competitive cord.



Self Display Carton

TUBEHANKS
our exclusive Put-Up

Silver Lake Co.
99 Chauncy Street,
Boston, Mass.

for Safety and Satisfaction



ACCO

WELDED and WELDLESS CHAIN

Made by the World's Largest Manufacturer of Welded and Weldless Chain.

American Chain Company, Inc.
Bridgeport, Conn.

World's Largest Manufacturer of Welded and Weldless Chain

IN BUSINESS FOR YOUR SAFETY

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CLASSIFIED OPPORTUNITIES SECTION

Use this section to reach *Hardware Manufacturers, Manufacturers' Agents, Jobbers, Jobbers' Salesmen, Retailers and Retail Salesmen*

• CLASSIFIED ADVERTISING RATES •

Positions Wanted Advertisements

at special rate of one cent a word, minimum 50 cents per insertion.

All Other Classifications

Set Solid, Maximum of 50 words.....$3.00
Each additional word..... .06
All Capitals, Maximum of 50 words.. 4.00
Each additional word..... .06
Allow Seven Words for Keyed Address

Boxed Display Rates

1 inch$5.00
Each additional inch..... 4.00

Discounts for Consecutive Insertions

4 insertions, 10% off; 8 insertions 15% off. Due to the special rate, these discounts do not apply on Positions Wanted Advertisements

— • —

REMITTANCE MUST ACCOMPANY ORDER
Send check or money order, *not currency.*

— • —

HARDWARE AGE is published every other Thursday. Classified forms close *13 days* previous to date of publication.

NOTE

Samples of Literature, Merchandise, Catalogs, etc., will not be forwarded.

— • —

Address your correspondence and replies to

HARDWARE AGE
Classified Opportunities Dept.
239 West 39th St., New York City

SALES REPRESENTATIVES WANTED

WANTED — EXPERIENCED HARDWARE SPECIALTY SALESMAN to call on builders' hardware trade. Old-established nationally known line. Some engineering knowledge desirable. Iowa, Kansas-Missouri or Dakotas territory. References required. Address Box B-989, care of HARDWARE AGE, 239 W. 39th St., N. Y. City.

NATIONALLY KNOWN MANUFACTURER IS LOOKING FOR AN EXPERIENCED HARDWARE MAN

Age 30 to 40 years, to take charge of their New York Office. Office has been established twelve years. Applicant must be acquainted with jobbing trade in Metropolitan District, Philadelphia, Baltimore, Washington and Virginia. Salary and bonus.

Address Box B-947, care of HARDWARE AGE, 239 W. 39th St., New York City

IF YOU CAN SELL PADLOCKS and latches in Ohio, West Virginia and Western Pennsylvania on commission basis, write, giving your qualifications and lines now being sold. Address Box B-1000, care of HARDWARE AGE, 239 W. 39th St., N. Y. City.

SALESMEN WANTED!

The STANDARD Door Closer offers opportunity for added profit to established salesmen calling on hardware, lumber and building supply dealers. A high-grade device for screens and moderate weight doors. Compact and dependable, using liquid checking medium. Priced under other hydraulic closers. Inquiries from competent salesmen are invited; they will be held in strict confidence.

KAYWOOD COMPANY
Benton Harbor, Mich.

SALES REPRESENTATIVES WANTED

WANTED — SALES REPRESENTATIVES NOW CALLING on the retail hardware trade in the states of New York, Pennsylvania, Indiana and Wisconsin to represent a reliable manufacturer of hickory tool handles. Address Box F, Puxico, Mo.

Sales Representatives Wanted

To sell leather half soles and rubber heels to jobbers in New England, Ohio, Indiana and Southwest. Straight commission on all orders received from territory. Line established in 1920.

THE HAGERSTOWN LEATHER COMPANY
Hagerstown, Maryland

WELL-ORGANIZED SPONGE AND CHAMOIS firm needs two men for South and West. Strictly commission. Ideal as a sideline for those knowing wholesale and large retail hardware trade. Address The Dan Malloy Co., 253 N. 4th St., Philadelphia, Pa.

WANTED — HARDWARE SIDELINE SALESMAN — EXPERIENCED and well acquainted in department stores, retail, hardware and garden supply houses for selling fast moving item. Address Box B-975, care of HARDWARE AGE, 239 W. 39th St., N. Y. City.

A WELL-KNOWN MANUFACTURER WITH an attractive line of modern kitchenware wants an active, experienced salesman for northern Ohio and northern Indiana. References. Address Box B-990, care of HARDWARE AGE, 239 W. 39th St., N. Y. City.

SALESMEN DESIRING PERMANENT CONNECTION WITH reliable corporation manufacturing finest fastest sellers, call on furniture, hardware, department stores, also jobbers, either whole or part time. Address—Dustmaster Corp., Dept. H-3, 600 First Avenue North, Minneapolis, Minnesota.

ESTABLISHED MANUFACTURER HAS SEVERAL OPENINGS exclusive territories. If you are now calling regularly on hardware, mill and contractor supply trade and can add several good items to your line, commission basis, our proposition will interest you. Address Box 377, Toledo, Ohio.

HARDWARE MAN WANTED TO CALL on industrial trade in Greater Boston. We prefer a middle-aged man who has contacts with industrial buyers. Liberal commission. Tell us all about yourself and give references. Address Box B-992, care of HARDWARE AGE, 239 W. 39th St., N. Y. City.

SALESMEN CALLING ON THE PAINT and hardware trade, to handle sideline of gummed labels with a give-away premium; lowest prices on labels, and premium gets the order for you. Large commissions paid daily. Men wanted in all territories. Write, do not call. Address Safeway Company, 92 Liberty St., N. Y. City.

SALES REPRESENTATIVES WANTED

SALESMEN, FOR EXTREMELY ACTIVE AND quick repeating insecticide, who call upon hardware, grocery and drug trades, wholesale and retail. Commission basis. Offers fine opportunity for permanent and profitable connection. Address Box B-995, care of HARDWARE AGE, 239 W. 39th St., N. Y. City.

SALESMAN WITH FOLLOWING IN RETAIL hardware trade to sell full line of electrical supplies, plumbing supplies and hardware specialties. Position open with a progressive Jersey jobber. Prefer man familiar with Southern Jersey trade. Liberal commission. Write details and references. Address Box B-994, care of HARDWARE AGE, 239 W. 39th St., N. Y. City.

MANUFACTURERS' AGENTS OR SALESMEN to handle product of old-established manufacturer. High-grade item with steady repeat business. Liberal commissions. Prefer men with following in hardware and agricultural supply trade. Please state exact territory covered. Address Box B-993, care of HARDWARE AGE, 239 W. 39th St., N. Y. City.

SALESMEN TO SELL PAINT BRUSHES, on commission, to hardware stores and paint dealers. High-grade line made by an old-established brush factory in New York. Only those with established business need apply. State age, experience, territory covered and firms now representing. Address Box B-997, care of HARDWARE AGE, 239 W. 39th St., N. Y. City.

SALESMEN — REPRESENTATIVE NEW YORK WHOLESALE hardware, housefurnishing and electrical goods house requires the services of several men for Metropolitan area, Long Island, Westchester, Jersey. Must be thoroughly experienced. Only those with following need apply. State with whom employed last five years. Confidential. Commission basis only. Address Box B-996, care of HARDWARE AGE, 239 W. 39th St., N. Y. City.

• BUSINESS OPPORTUNITIES

WANTED—ONE SECOND-HAND REVOLVO Nail Bin. Capacity fifty kegs. Apply P. O. Box 526, Savannah, Ga.

FOR SALE—OLD-ESTABLISHED HARDWARE business, inventory value about six thousand. Good location in town of seven thousand inhabitants, in one of the best farming counties in southeast Alabama. Address P. O. Box 53, Troy, Ala.

FOR SALE — TEN-FOOT DOUBLE-FACE horizontal electric sign. The word—Hardware—in red neon letters, one foot high. Firm name can be changed easily. Cost $350. Used three years. Good condition. Complete for quick sale, $85. Address Chester Weis, 314 E. 8th St., Monroe, Mich.

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Business Opportunities

CONTACT YOUR TRADE REGULARLY WITH business-building house organ. Low cost—big returns. 500 copies, $10; 1000, $15. Your ad has full front page. Enclose with statements, letters. Manufacturers, jobbers, dealers, agents—get sample. Address Crier's Agency, 1840 E. 87th St., Cleveland, Ohio.

FOR SALE—PRIMARILY WHOLESALE HARDWARE and iron works in prosperous city of the Southwest, serving population of over 100,000. Business shows uninterrupted profits over many years. Purchase price $200,000. Parties contemplate retiring from business. Only well-financed and legitimate prospects considered. Address Box B-998, care of HARDWARE AGE, 239 W. 39th St., N. Y. City.

Sales Accounts Wanted

OUR ESTABLISHED SALES ORGANIZATION CONTACTING hardware, mill supply and heating and plumbing supply jobbers, also large industrial plants in the New York Metropolitan District, desires additional items on a commission basis. Correspondence invited. Address Parry Engineering Co., 154 Nassau St., N. Y. City.

SALES ORGANIZATION WANTS LINES EXCLUSIVE for the States of Alabama, Georgia, North Carolina and Florida. Trade covered—wholesale and retail hardware, drug, chain and department stores. Lines accepted must be worthy of real sales effort and pay small retainer and expenses with a bonus for volume. We have the ability to give you proper results. Address Taylor's Sales Service, Box 744, Lakeland, Fla.

A WESTERN CANADA MANUFACTURER'S AGENT, selling to wholesale hardware, department stores and builders' supply houses, is interested in arranging to represent a few large manufacturers.

Address Box B-974, care of HARDWARE AGE, 239 W. 39th St., N. Y. City

Positions Wanted

EXPORT EXECUTIVE, *LONG EXPERIENCE*, at present employed by New York Exporter, would prefer employment with manufacturer, New York, or New England. Address Box B-984, care of HARDWARE AGE, 239 W. 39th St., N. Y. City.

Positions Wanted

SALESMAN WITH WIDE ACQUAINTANCE AMONG the wholesale hardware trade in Middle West and South seeking connection with manufacturer. 11 years in this territory. Single. Salary or drawing account. Address Box No. 7581-A, care of HARDWARE AGE, 10 S. La Salle St., Chicago, Ill.

SALESMAN WITH SEVEN YEARS' EXPERIENCE in contacting hardware and house-furnishing jobbers, also department stores, in Metropolitan New York area, desires position with reputable manufacturer as New York salesman. Address Box C-1, care of HARDWARE AGE, 239 W. 39th St,. N. Y. City.

SALESMAN WITH ESTABLISHED FOLLOWING AMONGST hardware, house furnishing and variety jobbers, also contact department and chain stores in Metropolitan New York area desires connection with reputable manufacturer. Address Box B-978, care of HARDWARE AGE, 239 W. 39th St., N. Y. City.

EXPERIENCED SALESMAN, AGE 40, WANTS job selling merchants or manufacturers in the Tennessee Valley Territory. Prefer hardware or automotive line from jobber or manufacturer. Can arrange to warehouse stock here if desirable. Commission or salary basis. Address P. O. Box 279, Florence, Ala.

SITUATION WANTED BY YOUNG MAN, thirty-two years of age, at present employed in retail store. Capable of managing store, having had seventeen years' experience both in wholesale and retail as buyer and salesman. Address Box C-2, care of HARDWARE AGE, 239 W. 39th St., N. Y. City.

SALESMAN WITH 14 YEARS' CONTACT selling the reputable hardware, mill supply, and industrial fields in and about Metropolitan New York, would consider a sales construction job for a product backed by a reputable manufacturer. References will stand rigid investigation. Address Box B-999, care of HARDWARE AGE, 239 W. 39th St., N. Y. City.

TRAVELING SPECIALTY SALESMAN 15 YEARS' EXPERIENCE covering 36 States selling to wholesale hardware, auto, factory, plumbing, sporting goods, large industries, railroads, contractors, large retail hardware, furniture and seed jobbers. Clean cut, active, convincing, experienced in demonstrating and advertising. Address Box B-944, care of HARDWARE AGE, 239 W. 39th St., N. Y. City.

Positions Wanted

YOUNG LADY OFFICE MANAGER, BOOKKEEPER, stenographer, 7 years' experience retail hardware, electrical appliances, house furnishings and heavy hardware. Credits and collections. Good education, honest, dependable, good worker, thorough. Excellent record. Highest references. Age 28. Of good family. Good moral habits. Will go anywhere. Address Box B-982, care of HARDWARE AGE, 239 W. 39th St., N. Y. City.

MANUFACTURERS' AGENT, 31, WITH FOLLOWING in Western Pennsylvania, Ohio territory, would like to carry fast-selling item to hardware, electrical, radio, furniture and department trade on commission and overage basis. Past experience in electrical item, radio midgets, food mixers, fans, lamps, skates, etc. Address C-4, care of HARDWARE AGE, 239 W. 39th St., N. Y. City.

EXPERIENCED IN HARDWARE, HOUSE-FURNISHINGS, ELECTRICAL, plumbing, mill and factory supplies; store departmentizing and display work, also considerable experience in window trimming doing my own show card and sign work. Desire to locate for a permanent position where hard work and good sales work will be appreciated. Address Box C-3, care of HARDWARE AGE, 239 W. 39th St., N. Y. C.

CAPABLE AND CONSCIENTIOUS HARDWARE MAN needs work. Experience covers cutlery buyer and department manager for large New England jobber; also fifteen years covering New England States for nationally-known hardware manufacturers. Would like job in sales department of manufacturer or jobber or New England sales representative. Address Box B-991, care of HARDWARE AGE, 239 W. 39th St., N. Y. City.

AN EXPERIENCED SALESMAN OFFERS HIS services to a manufacturer who is seeking a reliable productive salesman to cover the Western States, calling on the hardware and automotive jobbing trade. Thoroughly experienced in sales direct to user, as well as through jobber and dealer. Also operation of branch sales offices and warehouse. Can arrange to warehouse stock if desirable. Will locate anywhere for permanent, salaried position. Address 860 Lincoln St., Denver, Colo.

Hardware Personnel

Our files contain applications of several hundred experienced and well-trained employees in the hardware industries.

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If we can be of any help to you, just phone

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and

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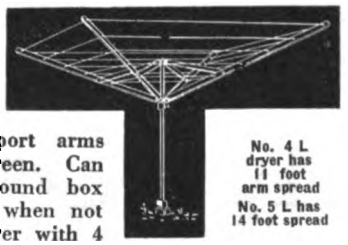
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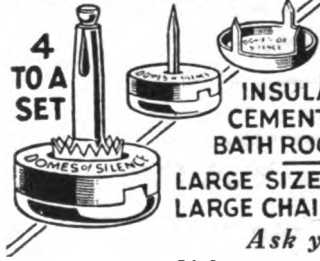
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U. S. Patent Number 1,932,752

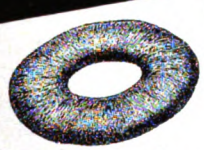
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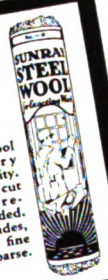




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Handy pads for cleaning pots and pans, aluminum, enamelware, etc. "Use it a day then throw it away." Sanitary, economical. Package of 16 pads, 10c.

Nationally Advertised

—season after season, year after year, in the world's greatest publication—



HERE is a reduced reproduction of the SUN RAY advertisement which will appear in the March 14th issue of The Saturday Evening Post. Stock these dependable Sun Ray Products and *display them prominently* during the week of March 9th. Give SUN RAY a big play—take full advantage of SUN RAY national advertising which runs thru the spring and you'll sell more steel wool.

Order SUN RAY from your wholesaler!

THE WILLIAMS CO., LONDON, OHIO

We Appreciate It When You Specify SUN RAY Steel Wool

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INSIDE LOCK SETS



LA CONA DESIGN

INSIDE LOCK SETS



LA VILLE DESIGN

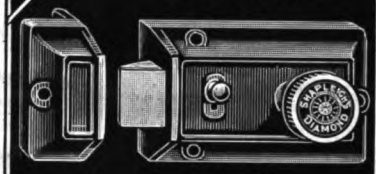
WE CARRY

A WELL-BALANCED STOCK OF THE ENTIRE RANGE REQUIRED, FROM MODERN SKYSCRAPERS TO THE ORDINARY TOWN JOB

NEW—MODERN UP TO THE MINUTE—HAVE EYE APPEAL

EXECUTED IN WROUGHT METAL, BRASS AND STEEL

NIGHT LATCHES







RIM KNOB LOCKS

FRONT DOOR SETS



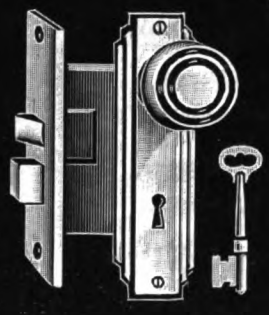
LA VILLE DESIGN

SHAPLEIGH'S
ESTABLISHED 1843
ST. LOUIS, U.S.A.
TRADE MARK REG. U. S. PAT. OFF.
TRADE MARK REGISTERED
DIAMOND
BUILDERS HARDWARE

WE ARE CONTINUALLY ADDING NEW PATTERNS AND IDEAS

ASK OUR SALESMAN TO SHOW YOU OUR COMPLETE LINE

INSIDE LOCK SETS

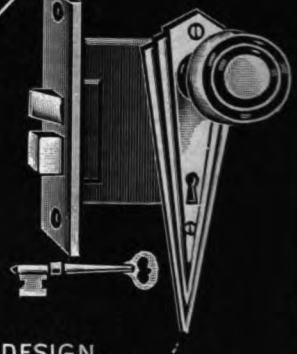


LA MONA DESIGN

OUR SERVICE DEPARTMENT IS ALWAYS AT YOUR SERVICE.

LET OUR EXPERTS PREPARE YOUR ESTIMATES, ALSO SOLVE THE VARIOUS PROBLEMS WHICH FREQUENTLY ARISE.

INSIDE LOCK SETS



LA VERNE DESIGN

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